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Oregon Wine Board Meeting Minutes August 18, 2016

Oregon Wine Board

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OREGON WINE BOARD MEETING MINUTES
AUGUST 18, 2016 <<FINAL>>
LOCATION: LINFIELD COLLEGE, MCMINNVILLE, OR

Attendance

Board: David Beck (Chairman), John Pratt (Treasurer), Bill Sweat, Ellen Brittan (Chair Emeritus), Hilda Jones, JP Valot, Doug Tunnell and Michael Donovan

Staff: Tom Danowski, Rose Cervenak, Marie Chambers, Jess Willey, Carrie Hardison, Michelle Kaufmann

Guests: Jana McKamey/OWA

Absent: Steve Thomson (Vice Chairman)

At 11:10 a.m. Beck called for an Executive Session in accordance with ORS192.660(2)(a), only the Board and press are allowed to participate. Staff and guests were excused.

MEETING OPENING

Call to Order

- Beck called the OWB Board meeting to order at 12:36 p.m.

Board Minutes (Attachment)

- The Board reviewed minutes from the June 7 Board meeting.

Pratt moved that the June 7, 2016 Board meeting minutes be approved as submitted. Brittan seconded, Tunnell and Donovan abstained and the motion carried.

MATTERS FOR DECISION

Finance Committee Report (Attachments)

- The treasurer (Pratt) gave the Finance Committee report.

Sweat moved that the FYE Balance Sheet and ProForma Profit and Loss Statement be approved as submitted. Donovan seconded and the motion carried.

MATTERS FOR DISCUSSION

Research Committee Report (Attachments)

- John Pratt/Research Committee Chair gave a brief recap of the agenda for the Aug. 19 research committee meeting.
- The Board provided guidance to the committee that they would like the 2017-18 RFA to be refined to provide a somewhat narrower focus on key industry priorities.

OWSCR

- Bill Sweat/OWSCR Co-Chair gave a brief update on business and economics research being done by Drs. Susan Copalbo and James Sterns of the OWRI and OSU Applied Economics department.
 - Business research fulfills the third element of OWRI's charter. The other two are viticulture and enology research.
 - In addition to doing classic economics research, it is a goal of the business subcommittee to add value and insight to the research being done in the other two disciplines.
 - Current OWRI-supported business research is being done in two topic areas:
 - Research to evaluate demand and supply issues (consumer preferences) in the Oregon wine industry.
 - Valuation of AVA designations for Oregon vineyards.
 - To determine industry business research priorities, the business subcommittee is holding focus groups around the state in August and September.
 - The subcommittee also needs to identify funding sources for future business/economics research.
 - A third OWRI-funded project currently underway is the Pinot noir mouthfeel and quality research led by Michael Qian along with James Osborne and Elizabeth Tomasino.
- **ACTION: Sweat will work with the Chair and OWB staff to determine where business/economics research will reside, perhaps not within OWSCR, and consider project funding options for discussion at a future Board meeting.**

Education Committee Report (Attachments)

- Brittan gave a recap of the education programs ongoing, including the Oregon Wine Resource Studio workshops that were conducted throughout the state in August.
- Hardison presented an updated 2017 Symposium schedule and highlighted a few changes in store.
 - Slightly later start time on Day 1.
 - More and longer trade show breaks.
 - Move the Soirée to the trade show floor, rather than offsite.
 - No keynote speaker.

Marketing/Communications Report

- Willey gave a brief update of marketing programs ongoing.
- She also provided an Oregon Wine Month (OWM) survey recap.
 - The survey showed 56.6% of industry respondents rated OWM "very successful" or "somewhat successful," (top two boxes on a five-point scale).
 - That number is up compared to the previous two years: 48.3% in 2015 and 32.1% in 2014.
 - There was some discussion about ways in which to spend the OWM budget for maximum ROI.
 - **ACTION: Willey/Danowski will do some research on how to show ROI for OWM program expenditures.**
- Willey presented an idea for consumer/tourism research as a way to better understand the habits and spending patterns of what Full Glass Research has identified as the High-Frequency High-End (HFHE) consumer.
- **ACTION: Danowski/Willey will scope out a VISA cardholder research project.**

MATTERS ARISING

- Donovan/SOWA President summarized an industry member's letter recently received by the Southern Oregon Winery Association (SOWA) board with the express request that the OWB consider its content.
 - The Board discussed the content of the letter and determined that there was no specific action requested or required at this time.
 - **ACTION: Cervenak will forward the letter to Board members for their reference.**

Beck adjourned the OWB meeting at 2:54 p.m.