

# Oregon Wine Industry

## Collaborative Forum for Strategic Issue Resolution

### Meeting Summary

November 9, 2020

2:00-4:00am

#### ACTION ITEMS:

ACTION	BY WHOM?	BY WHEN?
<ul style="list-style-type: none"> <li>Share information regarding the OWB's general strategic planning regional sessions, set to take place in 2021</li> </ul>	OWB via OS email chain	Before the end of 2020
<ul style="list-style-type: none"> <li>In response to outstanding issues around transparency and regional engagement / input to the strategic plan, OWB will add these items to their future agendas.</li> </ul>	OWB	Future OWB meeting
<ul style="list-style-type: none"> <li>OWB will share the November meeting dates for an invited conversation with OWC.</li> <li>OWB requested that OWC put together a specific list of detailed concerns, to be addressed</li> </ul>	OWC/OWB	Before OWC/OWB meeting-November
<ul style="list-style-type: none"> <li>Share information about the regularly set OWC/OWA calls which are open to all organizations/regional associations and aimed to discuss advocacy during the session and how to make it a more inclusive process</li> </ul>	Elin (OWC) via OS email chain	ASAP
<ul style="list-style-type: none"> <li>Offer next step process options including approach, providers and cost estimates - based on today's discussion</li> </ul>	Robin	Before next meeting
<ul style="list-style-type: none"> <li>Schedule a final next step scoping session (pre-query to determine what to discuss)</li> </ul>	OS	Before end of the year ( <b><i>Doodle poll sent 11/13</i></b> )

#### Meeting Attendees:

##### Project Team Members:

Laurent Montalieu (OWC), Donna Morris (OWB), Jennifer Kerrigan (SOWA), Bob Morus (OWB), Carrie Kalscheuer (WV-WVWA), Rob Wallace (OWC), Andy Steinman (WV-Eola-Amity Hills), Mike McNally (WV-WVWA), Ken Johnson (OWC), Scott Kelley (UVWA), David Adelsheim (WV-Chehalem Mountains), Sam Tannahill (OWC), Denise Flora (OWA), Justin King (OWB), Brian O'Donnell (WV-Yamhill-Carlton), Elin Miller (OWC), Gretchen Boock (OWC), Ross Allen (RVVA), Laura Naumes (SOWA), Steve Marks (OLCC), Jeff Rhoades (Governor's Office)

Oregon Solutions & Oregon Consensus Facilitation Team: Robin Harkless, Karmen Fore and Jennah Stillman

OLCC Staff: Devon Morales and Debbie Amsberry

## **MEETING SUMMARY:**

### **Welcome, Introductions, Frame for the Day - Robin Harkless**

Facilitator Robin Harkless welcomed the group and reviewed the agenda, noting that the focus for the day was for forum members to reconvene, provide status updates on activity happening outside of the forum, discuss the 2021 legislative session agenda and identify what industry issues or concerns still remain and among those, what is of top priority. Jeff Rhoades from the Governor's Office thanked the group for contributing their time to the process and thanked Oregon Solutions for facilitating. He acknowledged that the impacts from COVID-19 and wildfire have brought forth immense challenges around the state. He acknowledged that the upcoming legislative session may be challenging and require the industry to collectively weigh in on forthcoming issues, as a united voice and continuing the healthy dialogue that has grown throughout the forum process. He shared that the Governor's office stands as an available resource and to not hesitate to reach out.

### **Group Discussion on Industry Issues**

The forum members reviewed a comprehensive list of industry issues (divided into two primary categories of “advocacy concerns” and “communication/representation”) that were raised throughout the assessment interviews and two forum session discussions. Robin acknowledged that a lot had happened since Oregon Solutions was first engaged over a year ago. The group then discussed the various issues and determined which were resolved, which were being addressed in alternative spaces, and which remain as priority concerns.

### **Successes**

- The group acknowledged that there had been significant industry wide progress around collaborative adaptive management with regards to crush, tasting rooms and harvest, as well as coordinating unified messaging around smoke impacts. The overall coordinated response to COVID was celebrated even as the industry braces for more spikes and resulting impacts.
- OLCC shared that the wine conjunctive labeling rules package is under a final review and is expected to go to a Commission meeting for final adoption in the near future.
- There was agreement around united opposition to the industry-wide tax proposed by OHA, which could result in a 600-800% tax increase.

### **Updates**

- OWB's strategic planning process is still in development, with a specific focus on Brand Oregon. They are coordinating regional feedback sessions (Dec 14-16) to invite individuals who were part of initial input around Brand Oregon to hear follow up from the independent

consultant who conducted the survey. General regional sessions will take place after the first of the year.

- OWA and OWC have been meeting regularly to communicate and coordinate their efforts, primarily at this time around upcoming 2021 legislative concerns and most prominently the excise tax.
- Jeff Rhoades, Governor's policy advisor, shared that a final decision on the OWB board chair appointment has not yet been made, but they are trying to move as quickly as possible and hope to have an update soon.

### **Outstanding Issues**

- There was a question around the surging COVID-19 cases and how that may impact the industry, given that Thanksgiving is a significant time for DTC sales.
- There was an acknowledged need for all organizations and EDs (including regional) to be part of OWB's discussions on branding, etc.
  - One member commended OWB for their strategic priorities but also expressed a need for clarity around how the strategic plan and other OWB actions have been conducted at a comprehensive, regional level and that there remained a perception of lack of transparency around who was invited and participating in these conversations.
- OWC acknowledged that they had put forth a precautionary spot bill for the upcoming legislative session in regards to potential structural changes to the OWB. Elin suggested that OWC hopes to work through the collaborative forum process to address concerns and differences, with an ultimate goal to ensure that tax dollars are spent transparently and equitably.
  - Follow up discussions clarified for everyone what the primary concerns or issues are, which were expressed as: transparency; access and input to Board decisions and priorities; modernizing the market strategy; OWB's budget and spending; Board structure and makeup; and how best to spend taxes collected.
- There was a question raised around the process for representing the regional associations (SOWA, WVWA, etc) and clarifying their place in the advocacy process. Although OWA/OWC's alignment is recognized as a good step, it is not complete. Do regional associations' legislative intentions need to be routed through those organizations? It was noted that the regularly scheduled calls between OWA and OWC are open to other organizations and aimed towards all regional associations, both members and non-members, to get on the same page going forward during the upcoming session. That said, OWA and OWC both acknowledged that their members are their priority constituencies; and OWC further suggested they are hopeful through this engagement effort they will be able to show their value and in turn attract more members.

- A question was asked about what if any potential conflicts might arise between OWA and OWC members? Land use and grape tax collection/spending were expressed as potential areas of friction.

### **Priority Issues**

In order to identify what is most valuable to focus facilitated, collaborative efforts on in 2021 for statewide industry unity, the group engaged in a poll to determine which items rise to the top. The top three issues were:

1. OWB- understanding objectives, tactics and orientation
2. Grape tax- who pays and how benefits are distributed
3. Industry-wide transparency and communication

### **Next Steps for Collaboration**

Robin shared that a final collaborative forum meeting was available within the current scope and budget, and asked the industry group to reflect on whether this would be helpful and to what end. Following group discussion and direction, Robin offered to organize a scoping meeting structured around the identified top three issues, at which the industry representatives can map out the substantive agenda as well as decide on a process for their engagement. There was agreement that there was interest and need for third party facilitated conversations. Although it would be unlikely that these issues would be resolved before the legislative session, the group still felt that it would be valuable to figure out a process over the next 6-12 months to discuss these issues. It was mentioned that some of OWB's industry tax dollars could go towards co-funding a facilitated process, with additional support from organizations, the state or OLCC and there was general agreement around this idea. The facilitation team will include options for the group to consider at their next session. A doodle poll was distributed with this Meeting Summary to initiate scheduling for a scoping session before the end of the calendar year.