

RVV Meeting July 15, 2020

Meeting called to order at 10:05 am. Minutes are approved from June.

Treasurers Report – Cash in bank, \$120,000. 5 checks were written in the past month. Report was approved.

Executive Director Report – The list was narrowed down by the committee to 11. We interviewed all 11 candidates. A few were really strong and narrowed it down to 4. The next steps are to do a more deep dive interview with those 4 to narrow it down to 1. Anyone who wants to be involved let the committee know. Also please send in specific questions. Let's spec out July 28th and 29th for interviews. Ashley will reach out to the 4 candidates today and resumes will circulate around the board.

OWB Report – We're moving forward with the brand Oregon and strategic plan but it appears that the Oregon Wine Council is setting its sites on hobbling the OWB. Everything is on hold now. We're going to go slow now in getting a brand identify Oregon going. We interviewed all the creative for brand Oregon and it was very interesting. The whole state wants brand Oregon wine.

Marketing Report: Bob, Dionne and Dan have been working with the web contractor. That group is on track for a 9 week delivery. It'll require us to turn around some copy back to them. We're meeting with the social people soon. They've also made a call out to everyone s they can put the most current info on social. Media America is going to be doing the e-news stories. Holly has been upfront and measuring her hours. We've maxed her time every time but only by 4 to 5 hours. The map is being printed this week and will shipped out the week after. Holly advised we train our staff on the content. Copies will be at the airport, hotels, etc. We need more images of outdoor patios and spaces and with people not really close together. Send these to Laurel. The TSO guide is out and being racked out in the world. It will be mailed to advertisers.

New Business: Voting is open for the OWA board. Dionne, Brian and Craig are all running for it. If you're a member of OWA please vote for the 2 at large positions to make sure S.O. is represented. The voting does close this week. There are new guidelines that are in effect today. No matter how large your outdoor space its hard to confirm. So if they're not seated, they need to have a mask on. OSHA will continue to do their spot checks. Brown is giving us the opportunity to do what we can to reduce the numbers before something like CA happens here. This is our opportunity to pave the way and not get shut down.