

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | Thursday, January 19th, 2022
Idaho Wine Commission | 821 W. State St. Boise, ID 83702

Mission Statement:

The Idaho Wine Commission is a united voice to market, promote and champion all of Idaho's wine growers and winemakers.

Present

Board: Jake Cragin, Winemakers LLC; Melissa Sanborn, Colter's Creek Winery; Crystal Potter, Potter Wines

Idaho Wine Commission: Moya Dolsby, Brenna Smith, Taylor Johnson, Ashlee Struble, Courtney Clarke

Other via Zoom: Lauren Rozzo, Fahlgren Mortine; Roger Batt, Legislative Educator; Coco Umiker; Clearwater Canyon Cellars; Tim Harless, HAT Ranch Winery; Bill LeClerc; Jeremy Graves, Boise State University

Excused: Scott Smith, Sol Invictus Vineyard; Mark Pasculli, Rolling Hills Vineyard

Call To Order

Dolsby called the meeting to order at 9:02 AM.

Approval of Minutes

Dolsby presented the September 2022 Minutes. With no need for discussion, Potter moved to approve the minutes. Seconded. Motion carries.

Dolsby welcomed everyone to the January 2023 Board Meeting.

Northern Idaho Update - Coco Umiker, Clearwater Canyon Cellars

Coco Umiker, with Clearwater Canyon Cellars, gave the Northern Idaho update to the Board.

Umiker's highlights:

- Harvest yields were above average especially after two years of lower than average yields.
- The 2022 harvest required more work to get things prepared due to weather.
- Harvest was colder and later than expected. This allowed vineyards to better prepare for harvest and the grapes had more time to fully ripen.
- Clearwater Canyon Cellars produced 24 bricks of red during fall harvest.
- Local wineries haven't gathered since harvest to compare notes and other key metrics.
- January has been quiet in the tasting rooms which is allowing wineries to prepare plans for 2023.
- Clearwater Canyon Cellars is undergoing a remodel by adding on to the winery for more efficiency.

Presentation - Lauren Rozzo - Fahlgren Mortine

Lauren Rozzo, with Fahlgren Mortine, made her introduction to the Board.

Rozzo highlights the key metrics during this November-December reporting period:

Next Board Meeting: April 13th, 2023 9:00 AM (Pacific) | Lindsay Creek Vineyards | Lewiston, Idaho

- This reporting period saw over 3,200 web sessions and almost 7,500 unique page views. This is down a little from the previous reporting period, but the average session duration increased by 24 seconds. The '12 Ways to Gift Idaho Wine' was a top viewed page with 75 unique page views and with an average time on page of over 4 min and 30 seconds!
- With the 45 emails sent, the email open rate, click rate and click-through rate all increased during this reporting period (16.98, 3.16% and 18.6%, respectively). Some of the highest open rates (26+) were for emails re: the 2023 Annual Meeting.
- There were 5 national placements and 7 local/regional placements during the reporting period. National coverage included key mentions in top tier publications such as Lonely Planet and Sip Magazine as a result of media hostings in partnership with the Boise CVB. Top local placements highlighted this year's Harvest (Idaho Statesman, Idaho Ag Today and Idaho Business Review), as well as gifting Idaho wine for the holidays (KIVI-TV).
- IWC gained 62 social media followers during this reporting period. Top performing posts included our blog feature on Coiled/Leslie, the Fujishin spotlight video and our '12 Ways to Gift Idaho' wine campaign.
- One social media ad ran during this time period. This promoted the '12 Ways to Gift Idaho Wine' blog post. It garnered 288,373 impressions and 195 link clicks.
- Idaho Winter Wine Weekends:
 - Four themed weekends and wine tasting event at Bogus Basin on February 5th.
 - Marketing efforts - landing page, social posts, local media outreach, blog post, consumer emails, Bogus co-hosted Facebook event and Bogus newsletter and events calendar.
 - Advertising now live - paid social ad, Pandora, Boise State radio spots, and poster distribution
- New Grant Projects:
 - We won about \$500k in new grant projects through October 2024.
 - Currently working on:
 - Ongoing social media, media relations and blog posts
 - Social media audit
 - Virtual Media Mission 2.0 (April 2023)
 - Approved and in pipeline:
 - IWC Website Refresh
 - Cider Grant Campaign
 - SWITA Grant Campaign
 - Advertising (WCM, Savor, etc.)
 - Consumer Email Marketing Campaign
 - New Photography & Videography
 - National Journalist Visits, In-Person Media Missions (Seattle and San Francisco)
 - Tour Brochure 2024 Redesign
- Major Milestones in 2022:
 - 37,458 visitors to the IWC website.
 - 44,411 web sessions on the IWC website.
 - 131 tour brochures downloaded from the website.
 - 31 media placements include regional and national coverage.
 - 371.4 million earned media impressions.
 - 9,787 interactions (comments, likes, shares, etc.) on IWC social media channels.
 - 1,176 new followers on IWC social media channels.
 - 12 paid social campaigns on IWC social media channels.
 - 713,212 video views on paid social media ads.
 - 19,387 link clicks on paid social media ads driving to IWC website.

Lauren Rozzo left the meeting at this time.

Presentation - Bill LeClerc - Sunnyslope Event Facility

Bill LeClerc made his introduction to the Board.

LeClerc's highlights:

- LeClerc purchased Symm's property to create an event facility for Sunnyslope concerts, wine growers events, wine tasting events, etc.
- LeClerc has experience as part of a family owned winery in California where he has seen success in their event facility. The California facility is a national and historic landmark ranked among top 10 concert venues in the country.
- Property is located at the corner of Lowell and Highway 55.
- Idaho is a growing entertainment market and an event facility will support Idaho agricultural operations and bring tourism to the Sunnyslope wine region. In addition, LeClerc is considering building a cidery on the property.
- The event facility will create approximately 200 jobs which will greatly benefit the surrounding counties and Idaho's economy.
- The event facility will host seasonal outdoor concerts.
- The event facility will have a 5,000 person capacity.
- LeClerc wants to show the benefits an event facility will bring to the county and wineries. Ultimately, the goal is to create a nationally renowned ag tourism destination which will greatly benefit Idaho and the wineries in Sunnyslope region.
- LeClerc is seeking support and testimony to allow this event facility and gain a conditional use permit.
- LeClerc will be hosting a meeting February 7, 2023 at Koenig Vineyards. Currently, LeClerc has created a traffic, noise, and light plan to mitigate concerns. He is working with the community to handle major concerns and educate the county and neighbors. Plans to be presented at the meeting. The main goal of this meeting is to have sunnyslope wineries come to gather context about the event facility and have all questions or concerns answered.
- Main rejection of the conditional use permit is because the event facility will change the essential character of the area. Another issue is that LeClerc has not received any comments from the Idaho Transportation Department (ITD) from their traffic study. In response to these issues, LeClerc is pushing (ITD) to receive formal comments which will help ease traffic concerns.
- Next hearing with county commissioners is on February 16, 2023 at 9:00am (MST).

Bill LeClerc left the meeting at this time.

Legislative Report

January 9th kicked off the 2023 Idaho Legislative Session. Governor Little gave his State of the State address and outlined his priorities for 2023:

- 1) Education
- 2) Safety
- 3) Infrastructure

Under the Governor's education budget, he is proposing a \$6,359/teacher salary increase and an increase for first-year teacher pay to get Idaho into the Top 10 in the United States. The Governor is also proposing \$8,500 per high school graduate to use for higher education including technical career and workforce development. To increase the safety of all Idahoans the Governor is proposing a 10% increase for all law enforcement. On the property tax front there is a proposed \$120 million in ongoing property tax relief. For Infrastructure, the Governor is Proposing \$1 Billion for bridge repair, transportation, and water projects. \$150 Million will be used for Water

Infrastructure projects through grants from the Idaho Water Resources Board. \$115 Million will be used for Water Quality projects including the Agriculture BMP Program, Water Quality Program for Agriculture and CAFO water quality projects.

There are 45 new faces at the Idaho Legislature (the largest Legislative turnaround in Idaho history). The Idaho Grape and Wine Commission has direction from the Governor's office to educate our Legislators about the industry and our issues. We will be utilizing the 2023 Session to make presentations in Committees, host small education forums, and conduct "Days on the Hill." I will be proposing to the Board that the industry host a field day for all the new Legislators so that they can better understand the importance of this agricultural industry.

Financial Report

B. Smith presented the current financials to the Board.

Potter moved to approve the financial reports as presented. Seconded. Motion carries.

B. Smith gave an overview of the grant ideas for marketing and research writing new grants.

Education Report

Industry Seminar Grant Funds

- 24 people completed education opportunity
- Remaining funds are spoken for

Idaho Wine and Cider Competition

- May 23, 2023
- Judges are penciled out by Eric Degerman
- Welcome Dinner location confirmed - Anthony's
- Industry Reception caterer confirmed - Peaceful Belly
- Will be working on sponsors soon

Education Seminars

- Working on Tasting Room seminar with Kat House early spring - *Stay Tuned*
- January 2023
 - Industry Seminar - Wine filtration from Juice to Glass with Tim Donahue
 - January 9th, 2023 - VIRTUAL
 - 20 attendees both days
 - Vineyard Round Table with Joel Perez - January 23, 2023
 - Ste. Chapelle Winery (*upstairs room*)
 - 1 pesticide credit will be given to attendees
 - 3 one-on-one meetings (first come/first serve)
- Logistics for a seminar with Wilbur Ellis - *Stay Tuned*

Annual Meeting

- February 27th - 28th, 2023
- Monday - Half Day Virtually
- Tuesday - Full Day in Person
- Speaker Travel in progress
- Nampa Civic Center Booked
- Early Bird Registration will end January 20th & prices will go up

- Sponsorship currently - \$6,350.00

Brand Loyalty Report

Savor Idaho - June 11th, 2023

- Winery Registration Open
- Confirming sponsors 2023

Idaho Wine Month 2023

- Idaho Wine and Cider Month Banner applications in
 - All approved and important dates on calendar
 - Lewiston, Downtown Boise, Caldwell, and Eagle

Winter Winery Promotion

- Grant Funded Project created to drive more traffic to wineries in the winter months
- Landing page created by F/M
- Facebook event page created with Bogus Basin event
- Highlighting scheduled events at wineries throughout this promotion
- Bogus Basin event scheduled highlighting 3 wineries
 - Rolling Hills Winery
 - Sol Invictus Vineyard
 - VEER Wine Project

Tour Brochures 2023

- FINAL edits are being done
- Printers already reached out to for bids

2023 Passport

- Partnership with Idaho Tourism
- Digital passport - JUNE 2023
- This will replace our printed passport for Idaho Wine and Cider Month

Staff Highlights

Moya Dolsby

- Savor Idaho
- Legislation
- Budget Reviews
- Fahlgren/Mortine Status Meetings
- DBA/Garden/SWITA/PTA boards

Brenna Smith

- Leadership Nampa - December & January Days
- Annual Meeting Planning
- Action Plan Meeting Planning
- Economic Impact Study
- Monthly Financials
- Quarterly Grand Ledger Submissions
- Year End Financials
- Year in Review Creation
- BSU Classes - How to Manage Stress and Conflict Management

- *Holiday Family Time*

Ashlee Struble

- Industry emails / stand alone emails
- Email logistics for the Winter Wine Promotion
- Final details to green light 2023 Tour Brochure
- Savor Idaho 2023 Sponsor Meetings
- Leadership Idaho - Idaho Falls and Twin Falls
- F/M Status Meetings
- Securing sponsors for Annual Meeting
- Gathered wine for SIP Northwest Journalist
- UK Journalist Visit
- Social Media Calendar Approval
- *Enjoying family time and sledding*

Taylor Johnson

- Office Management:
 - Commission Meetings Management
 - Info email
 - Office Supply Management
 - Donation Requests
- Brand Loyalty:
 - Post Event/Seminar Surveys
 - Gather Year in Review Information
 - Yearly Member Reports
 - Tour Brochure Management | Distribution, Edits
 - Passport | Creation, Print, Distribution
 - Bingo Card | Creation, Print, Distribution
 - Event Updates on Website
 - Savor Idaho Support
- *Winter Garden aGlow*
- *Graduated Boise State*

Courtney Clarke

- Boise State Work U Intern
- Background
 - From San Ramon / Shingle Springs CA
 - Majoring in Communications & minoring in Psychology
 - Engaged to Tristan!
 - Working part-time at Cotton On (retail)
 - Graduating in May of 2023
- What I am looking forward to!
 - Learning about event planning and marketing
 - Getting to know the team
 - Gaining experience and knowledge
- Working on:
 - Bingo card for annual meeting
 - Poster distribution

Discussion

Next Board Meeting: April 13th, 2023 9:00 AM (Pacific) | Lindsay Creek Vineyards | Lewiston, Idaho

- New Board Members
- Are there other cities in Idaho that you would like to see Idaho Wine & Cider Month banners?
- Initial thoughts on our winter winery promotion?
- Would your winery be interested in a social media 1 on 1 seminar?

Jeremy Graves joined the meeting at this time.

Presentation - Jeremy Graves

Jeremy Grave made his introduction to the Board.

Graves highlights:

- DISC Test - dominance, influence, steadiness, and compliance
 - Adapted vs. Natural Styles
 - Fast vs. Deliberate
 - Task vs. People Oriented
- IWC Team at a glance - everyone had high Steadiness scores. Their characteristics include predictable, versatile, and dynamic.
- Ashlee and Moya had high Influence scores. Their characteristics include outgoing, adaptive, and reserved.
- This test is important for communication, perceptiveness, and how to efficiently tackle problems and implement solutions.
- Overall, all team members compliment each other which is important for team dynamic and effectiveness.

Adjourn

Potter moved to adjourn the meeting at 11:01 AM. Seconded. Motion carries.

Respectfully Submitted,

Taylor Johnson, Administrative Assistant
Idaho Wine Commission