

# IDAHO WINE COMMISSION

---

Idaho Grape Growers & Wine Producers Commission  
Board of Directors Meeting | Thursday, November 10, 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; Scott Smith, Sol Invictus Vineyard; Mark Pasculli, Rolling Hills Vineyard; Melissa Sanborn, Colter's Creek Winery

**Idaho Wine Commission:** Moya Dolsby, Brenna Smith, Taylor Johnson, Alyssa Missamore

**Others via Zoom:** Lauren Rozzo, Fahlgren Mortine; Jeremy Pisca, Risch Pisca; Roger Batt, Legislative Educator; Elisa Ford, NCSFR/NBF

**Excused:** Ashlee Struble, Idaho Wine Commission; Crystal Potter, Potter Wines

**Others in Person:** John Russell, Zwycart John and Associates CPAs, PLLC; Jim Thomssen, Idaho Wine Ambassador

## **Call To Order**

Dolsby called the meeting to order at 9:04 AM.

## **Approval of Minutes**

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

Dolsby welcomed everyone to the November 2022 Board Meeting.

## **Presentation - Lauren Rozzo - Fahlgren Mortine**

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

Rozzo highlights the key metrics during this September-October reporting period:

- This reporting period saw over 3,700 web sessions and over 8,600 unique page views. This is down a little from the previous reporting period, but the average session duration increased by 19 seconds. The home page was the most visited page, followed by the events page—which saw a slight increase in views due to the amount of harvest-related events.
- With the 36 emails sent, the email open rate, click rate and click-through rate all increased during this reporting period (16.04, 2.06% and 12.86%, respectively). Some of the highest open rates (30+) were for industry emails and emails promoting the Passport Program.
- There were no new national media placements during this time period but there was a feature article secured with the *Kitsap Sun* in Washington that included Idaho wineries along the Urban Wine Trail as a result of a combined hosting with the Boise CVB. This site has a UVM of over 500,000.
- IWC gained 96 social media followers during this reporting period. Top performing posts included the winery spotlight videos, as well posts from our new “Family Friendly Friday” series.

*Strategic Planning Session: December 1st, 2022 – 9:00 AM – Idaho Wine Commission*

- Three paid social ads ran during this time period. One post was for Sip Local Bingo, which garnered 193 landing page views. The other two ads shared the new winery spotlight videos for Cinder and Split Rail, which garnered a collective 11,619 thurplays (video views of at least 15 seconds).

#### BSU Consumer Survey

- Conducted a survey in partnership with Boise State University that asked about Idaho wine awareness, perceptions and industry impact. Additionally asked about wine shopping preferences and marketing.
- 405 respondents from a Qualtrics panel took the survey from Oct. 18-28, 2022.
- Next Steps:
  - FM breaking down data and will share report soon
  - FM to draft new release based on key findings and distribute to local media ahead of holiday season
    - Team to amplify on blog, social media, email, etc.
  - Key findings from survey will also inform our future marketing and PR campaigns

#### New Grant Projects:

- \$500,000 in new grant projects through October 2024
- Getting started now:
  - Winter wine weekends promotional support
  - Idaho wines 101 blog planning
  - Virtual Media Mission 2.0
- Approved and in pipeline:
  - IWC Brand Evolution & IWC Website Refresh
  - Advertising (WCM, Savor, etc.)
  - Ongoing Social Media, Media Relations, Email Marketing Support
  - New Photography & Videography
  - National Journalist Visits, In-Person Media Missions (Seattle & San Francisco)
  - Tour Brochure Redesign

*Lauren Rozzo left the meeting at this time*

### **Legislative Report**

Idaho's General Election will take place on Tuesday, November 8. There are some Legislative and Local Government races that may be very close. Following the election there will be a meeting in December to elect leadership in the House and Senate. These leadership elections will result in Legislative Committees being structured for the House of Representatives by the new Speaker of the House and for the Senate by the President Pro Tempore. The 2023 Legislative Session will begin on Monday, January 9. It is likely that the Senate will have about 15 new Senators and the House will have about 30 new Representatives. These changes provide opportunity during the Session for the Idaho Grape & Wine Industry to educate our newly elected Legislators about the Industry and its issues.

Ada County's recent e-mail indicates that the ordinance revisions Industry asked to eliminate the requirement to have 85% of your neighbors approve in writing a winery, tasting room, or vineyard within unincorporated Ada County have been put on hold. A small group of grape and wine producers is meeting with the Governor's Office this week to formulate an action strategy as the industry continues to struggle to grow in parts of the County due to this regulation.

Last month the Canyon County Commissioners voted 2-1 to pass the 2030 County Comprehensive Plan. The Plan took 2.5 years to draft and go through the public comment and hearing process. The Plan has several goals and objectives to protect farmland in Canyon County as well as consider existing farming operations when making land use decisions (to prevent land use incompatibility issues). Canyon County is losing farmland at a rapid rate. Industries such as the seed industry and grape and wine industry were at the table throughout the drafting, public *Strategic Planning Session: December 1st, 2022 – 9:00 AM – Idaho Wine Commission*

planning forums, and formal hearings of the Plan. It is anticipated that a Legislative proposal will be presented during the 2023 Session that would help better protect farmland across the state.

*Roger Batt left the meeting at this time*

*Jeremy Pisca left the meeting at this time*

*Melissa Sanborn joined the meeting at this time*

### **Financial Report**

B. Smith presented the current financials to the Board.

Excise taxes changed, coming in strange patterns each month, projected to receive more than budgeted.

*S. Smith moved to approve the financial reports as presented. Seconded. Motion carries.*

B. Smith presented an Amended Budget to the Board.

- Add Economic Impact Study to Budget - \$35,000
  - Will start this spring with 2022 Harvest Numbers
  - Summer 2023 Release

*Pasculli moved to approve budget changes. Seconded. Motion carries.*

B. Smith gave an overview of new grant projects for next year's grant.

### **2021/2022 Audit Report**

Russell with Zwygart John and Associates CPAs, PLLC presented to the Board the 2021/2022 audit report.

Russell's financial review included:

- Clean audit was conducted
- All auditing standards were followed
- Described our net-profit and our management of keeping the budget on par with the current environment

Russell presented the balance sheet to the Board. He noted the wine excise tax really supports the Idaho Wine Commission. Russell then went over the footnotes in his report.

Russell reviewed the budget to the actual schedule. He highlighted grant revenue and emphasized that the budget is good and indicates financial stability.

Ending his report to the Board, he stated he didn't see any issues with our business and the way we operate.

*John Russell left the meeting at this time*

*Motion was made to approve the audit as presented. With no need for discussion, S. Smith moved to approve the audit as presented. Seconded. Motion carries.*

### **Northern Idaho Update - Melissa Sanborn, Colter's Creek Winery**

Melissa Sanborn, with Colter's Creek Winery, gave the Northern Idaho update to the Board.

Sanborn's highlights:

- All Northern Idaho vineyards are done with harvest
- When harvest started, most plants were hardened off

*Strategic Planning Session: December 1st, 2022 – 9:00 AM – Idaho Wine Commission*

- Weather is cold and dry, and everything is shutting down
- Overall, everything is looking great for winter
- Lewis Clarke Wine Alliance, new Executive Director, and focus on a new direction

*Elisa Ford joined the meeting at this time*

### **Education Report**

#### **Industry Seminar Grant Funds (available through June 2023 or until spent)**

- 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

#### **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
  - Vineyard Round Table with Don Barowsky (Wilbur Ellis) and Joel Perez
    - January 23, 2023
    - Ste. Chapelle Winery (*upstairs room*)

#### **Boot Camp**

- 55 attendees combines for 2022 (both days)
- Larger number of no-shows for Urban Wine Tour Day
- Survey sent out and will look over feedback to help plan 2023
- Date for 2023: September 18th and 19th, 2023
  - Will work on sponsorships and itinerary early summer

#### **Annual Meeting**

- February 27th - 28th, 2023
- Monday - Half Day Virtually
- Tuesday - Full Day in Person
- Speaker Travel in progress
- Nampa Civic Center Booked
- Sponsors/Exhibitor in progress
- Registration will start December 1st
- Early Bird Registration will end January 20th & prices will go up
- Sponsorship currently - \$6,350.00
- Landing page created and live

### **Brand Loyalty Report**

#### **2022 Savor Idaho Comments**

*Strategic Planning Session: December 1st, 2022 – 9:00 AM – Idaho Wine Commission*

- Booth placement could have been better
- Idaho Wine Commission should help pay for wine poured
- Better communication for loading/unloading
- Clearer instructions switching between waves
- More food vendors.
- Colter's Creek and 3100 Cellars will not be attending Savor Idaho 2023. Meriwether Cider Co. is undecided.

### **Savor Idaho - June 11th, 2023**

- Better organization with Boise Co-Op
- Next years planning in progress
  - Coordinating with Karlee May
  - Garden Partnership
  - Confirming sponsors for 2023

### **Tour Brochures**

- Edit form closed to industry
- Current Advertisement Sold: \$12,000
  - Down \$2,000 from last year
  - Some businesses went out of business, others didn't want to renew, others couldn't get ahold of
- 20 wineries filled out the winery update form that was send to the industry
- Now will be working on edits to the tour brochure
- Then after the number of pages are confirmed will reach out to 3 printers for bids

### **BINGO**

- 5,000 printed
- Winner's announcements sent out
- Prizes are being collected and picked up by consumers
- Created winery and participant surveys

### **Digital Passport**

- Partnership with Idaho Tourism
- Emails have gone out to wineries/cideries to sign up
- Deadline extended to November 14th, 2022
- Digital passport
- No cost to wineries to sign up
- This will replace our printed passport for Idaho Wine and Cider Month
- Email Ashlee to sign up

### **Staff Highlights**

#### **Moya**

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

#### **Brenna**

- Leadership Nampa - Oct & Nov Days

*Strategic Planning Session: December 1st, 2022 – 9:00 AM – Idaho Wine Commission*

- Industry Boot Camp Support
- Staff Retreat
- Annual Meeting Planning
- Action Plan Meeting Planning
- Economic Impact Study Company Selection
- Monthly Financials
- Quarterly Grand Ledger Submissions
- Yearly Grant Reports
- *Hawaii Vacation*

### **Ashlee**

- Industry emails / stand alone emails
- Call out for Thanksgiving events from wineries
- Edits to the Tour Brochure
- Final Savor Idaho Sponsor Meetings
- Working on 2023 Sponsorships for Savor Idaho
- F/M Status Meetings
- Reaching out to sponsors for the Annual Meeting
- Reaching out to advertisers for 2023 Tour Brochure
- Created Media Itinerary
- Social Media Calendar Approval
- LIA in Moscow
- *Celebrated my 41st Birthday on October 18th*

### **Taylor**

- 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
- *Graduating from Boise State with Bachelors of Business Administration - December 2022*

### **Alyssa**

- Boise State Work U Intern
- General Office Support
- Assistance with Event Preparation
- Reaching Out to the Community
- Organization of Supplies Between Events
- Document Creation
- *Graduating from Boise State with Bachelors of Business Administration - December 2022*

### **Discussion**

*Strategic Planning Session: December 1st, 2022 – 9:00 AM – Idaho Wine Commission*

- March 2023 Board Trip to Northern Idaho
- When to ask the industry for assessments?
- Lifetime Achievement Award
- What is your favorite thing about Harvest?
- Do you like the day and time of the board meetings?
- Would you send your staff to tasting room training?

**Adjourn**

Pasculli moved to adjourn the meeting at 10:42 AM. Seconded. Motion carries.

Respectfully Submitted,

Taylor Johnson, Administrative Assistant  
Idaho Wine Commission