



Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | Thursday, September 21, 2023
Virtual Meeting

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 via Zoom: James Nederend, Koenig Vineyards/SCORIA; Mark Pasculli, Rolling Hills Vineyard; Jake Cragin, Winemakers LLC; Melissa Sanborn, Colter's Creek Winery

Idaho Wine Commission via Zoom: Moya Dolsby, Brenna Smith, Ashlee Struble and Emily Seats

Excused Absence: Julianne Germain, Roger Batt

Absent: Scott Smith, Sol Invictus Vineyard

Others via Zoom: Sunnyslope Wine Trail Association (Janet Northrup), Julie Pond, NCSFR

Call To Order

Dolsby called the meeting to order at 9:06 AM.

Approval of Minutes

Dolsby welcomed everyone to the September 2023 Board Meeting. Dolsby welcomed our newest Work-U intern, Emily Seats, to the Board.

Dolsby presented the July 2023 Minutes. *With no need for discussion, Pasculli moved to approve the minutes. Seconded. Motion carries.*

Legislative Report

Legislative Educator Roger Batt was not in attendance at the meeting but submitted his report prior to. Dolsby recapped his report to the Board.

Local Government Preemption Legislation

The Idaho Grape & Wine Commission submitted a request through the EALS process to the Governor's Office regarding local government preemption legislation to address the issues facing our members in Ada County. The Commission was denied the approval of this

legislation because of some liquor licensing issues that will continue to be addressed during the 2024 Session. There was concern from the Governor's Office that the local government preemption issue would be caught in the crosshairs of the continued liquor license debates.

Meeting with Ada Commissioner Tom Dayley

Mark Pasculli, Moya Dolsby, and I met with Ada County Commissioner Tom Dayley to update him on the status of the industry and its contributions to Ada County's economy. We also discussed the 75% rule that exists in Ada County's ordinance and continued the dialogue on this issue. Other issues such as our water supply and farmland preservation were discussed.

Industry Boot Camp

Correspondence has been sent out to all 105 Idaho Legislators regarding the upcoming industry bootcamps on September 11-12. Some Legislators have signed up for these events, but some have e-mailed stating they have a conflict in their schedules and regret they will not be able to attend this year. With 45 new members of the Legislature this is a great year to continue our efforts on educating our lawmakers about the issues facing the industry as well as getting them out into the field to show them the production side of the industry.

Farmland Preservation

Legislation is currently being drafted that authorizes local governments to establish Agricultural Protection Areas for those who own farmland. This is a voluntary program where owners of farmland can put that land into a 10-, 20- or 40-year plan where there is tax relief and monetary compensation through a dedicated fund set by the local government entity. This is an issue that has been worked on since November 2022. We should have a DRAFT of the Legislation to share with agricultural organizations and other interests in the next few weeks. This Legislation is something that will need the input and support of Idaho's Grape & Wine Industry.

Treasure Valley Water Assessment & Sustainability Project

Over the past year there has been a significant decline in the irrigation return flows from the drains in the Treasure Valley to the Boise River. This has almost resulted in two water delivery calls (June 30, 2022) and (August 2023). While last year's potential water delivery call was not surprising due to the drought it was very surprising to be in a similar situation in 2023 with an ample water supply. So, what's going on? We think what is happening is the removal from flood irrigated land being converted to sprinkler irrigated land is having a negative impact on the shallow aquifer in parts of the Treasure Valley. We are seeing the return flows from the drains to the Boise River swing as much as -126 cfs, which makes managing the River very difficult. In Mason Creek alone the loss of return flows from 2021 to 2022 was -76 cfs. We are seeing the most impact to the river between Middleton and Parma. Since the drains were put into place from 1913-1918, they have supplied as much as 240,000 acre-feet of irrigation water (about the same amount of irrigation water that is stored in Arrowrock Dam). Under the current situation for those who depend upon return flows from the drains for irrigation water there is a good chance that at some point sooner than later they will not receive the irrigation water they need unless they have storage rights in Arrowrock, Anderson Ranch or Lucky Peak dams. This is a huge problem for the Treasure Valley. What's being done about it? The Treasure Valley Water Users Association and Water District 63 have partnered to obtain funding from county, city, and private partners to pay for the first phase of a Water Assessment and Sustainability Project. Year one will be to put up

monitoring stations across the Valley to monitor the flows of the drains. Year 2 will continue monitoring but will also provide an analysis of the situation. Year 3 and beyond will include monitoring, analyzing and a mitigation strategy on what can be done to recharge the aquifer so that these return flows don't fluctuate so much and can be managed to continue delivering irrigation water to those who need it in the areas being impacted.

Financial Report

B. Smith presented the current financials to the Board.

Nederend moved to approve the July/August financial reports as presented. Seconded. Motion carries.

Pasculli moved to approve the removal of Crystal Potter from the bank signers card. Seconded. Motion carries

CD Information

- Current Money Market Account Interest Rate - 0.55%
- B. Smith recommends 3 CD's at \$100,000 each at 5.05% for 6 months

Pasculli moved to approve moving money to three (3) \$100,000 CDs for six months. Seconded. Motion carries.

Education Report

Education Seminars 2024

- Working on 2024 calendar
- Finalizing contracts for: Social Media Seminar, Tim Donahue Wine Quality Seminar, Scott Laboratories Seminar and more.

Annual Meeting - February 12th-13th, 2024

- Tickets on sale November 1st
- Board Members get one complimentary ticket
- Speakers confirmed
- Everything is set with the Riverside Hotel

Boot Camp - September 11th and 12th, 2023

- Western Treasure Valley Tour Day
 - Lanea Ridge Vineyard, Koenig Vineyards, SCORIA, Fujishin Family Cellars, Kerry Hill Winery, 3100 Cellars and VEER Wine Project
 - 58 attendees
 - Sponsors: Destination Caldwell, Dairy West and Idaho Preferred
- Boise/Garden City Tour Day
 - Rolling Hills Vineyard Urban Tasting Room, Potter Wines and Meriwether Cider Co
 - 32 attendees
 - Sponsors: Dairy West
 - Additional Businesses: Hip Pop Hooray and Moxie Java

Brand Loyalty Report

RFP

- RFP is live, closing date is September 29th
- Current Fahlgren Mortine Contract is through November 30th, 2023
- IWC team will review RFPs and score them
- New contract will be made in October 2023

New Website in Progress

- Website launched earlier this week

Seattle Media Mission

- Invitations have gone out to journalists
- October 23rd - 25th, 2023
- James Nederend will be going to Seattle
- Currently gathering wine at the office
- Emails sent out to wineries requesting donations of their gold medal winning wines

Wine Region Photography and Videography

- Photography done in Lewiston the week of September 4th
- Photography for harvest for Western Treasure Valley and Boise will be done end of Sept/Oct
- Photographers will be doing shots of tasting rooms as well

Social Media Holiday Campaign - 12 Ways to Support Idaho Wine

- Will use some of the same graphics from 2022
- Will come up with new and fun ideas to our followers on different ways to support Idaho Wine and Cider throughout the holiday season

Savor Idaho - June 9th, 2024

- October - will start finalizing sponsor contracts
- Tickets for SI will go on sale in November for Black Friday, etc

Melissa Sanborn joined the meeting at this time.

Staff Highlights

Moya Dolsby

- Boise Leadership Conference
- Sunnyslope Wine Trail Association Meeting
- Budget Reviews
- Sandpoint, ID visits
- Budget reviews
- Community Meetings
- DBA State of Downtown
- Photography assistance
- Planning Seattle Media Mission
- Fahlgren Mortine Status Meetings
- *Crater Lake/Redwoods/Coos Bay Trip*

Brenna Smith

- Annual Meeting 2024 Speaker outreach
- Economic Impact Study
- Yearly Audit
- Monthly Financials
- Quarterly Grant Reporting
- Yearly Grant Reporting
- Strategic Plan Planning
- PR/Marketing RFP
- Maternity Leave Plan Preparations
- Women's Leadership Conference
- *Preparing for baby Landry*

Ashlee Struble

- Industry emails / stand alone emails
- F/M Status Meetings
- Boot Camp logistics
- Boot Camp 2023
- Learning payroll
- Idaho Preferred Tour
- Women's Leadership Conference
- State of The City: DBA
- Social Media Calendar Approval / Blog
- *Berkeley, CA & Colorado - My Morning Jacket, school starting, first born turned 13*
 - *There's nothing better than live music. It's raw energy, and raw energy feeds the soul.*

Juls Germain

- FARE Idaho legislative reception for the Field to Fork Festival in January
- FARE Idaho / Sun Valley Culinary Institute event
- Collaborating with BOI Airport to plan a wine tasting
- Continued efforts to distribute Tour Brochure
- Planned Moya's N. Idaho Tour
- Completed an Excel Productivity Class through BSU
- Grant Writing Suite through BSU in October

- Attended various meetings and Leadership Conf.
- Assistance with Boot Camp planning
- Assisted with Going Beyond Gold / Northwest Wine Report submissions
- Assistance with Seattle Media Mission
- Sophie started 3rd grade homeschool!

Emily Seats

- Uploading events to the website
- Meeting everyone on the team
- Mailings and shipping
- *Attended BSU Football game*

Discussion

- November Board Meeting date changed to November 2nd.

Sandborn moved to adjourn the meeting at 9:56am. Seconded. Motion carried.

Respectfully Submitted,

Ashlee Struble
Idaho Wine Commission