



Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | November 2, 2023

Idaho Wine Commission Office | 821 W State Street, Boise, Idaho 83702 | 9:00AM (PT)/10:00AM (MST)

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; Mark Pasculli, Rolling Hills Vineyard; James Nederend, Koenig Vineyards/SCORIA

Board via Zoom: Melissa Sanborn, Colter's Creek Winery

Board members absent: Scott Smith, Sol Invictus Vineyard

Idaho Wine Commission: Moya Dolsby, Ashlee Struble, Julianne Germain, Emily Seats

Others present: Roger Batt, Legislative Educator; Jim Thompsen, Idaho Wine Ambassador; Cassidy Plum, Batt Associates; John Russell, CPA, Zwygart John & Associates CPA's, PLLC

Others via Zoom: Susan Bruhns, Fahlgren Mortine; Aricia Todd, Ricsh Pisca; Elisa Ford, Northwest Berry Foundation

Call To Order

Dolsby called the meeting to order at 10:01 AM

Approval of Minutes

Dolsby welcomed everyone to the November 2023 Board Meeting

Motion to approve modified agenda: Pasculli moved to approve. Seconded. Motion carries

Dolsby presented the May 2023 Minutes. With no need for discussion, Cragin moved to approve the minutes. Seconded. Motion carries.

Audit Review - John Russell, CPA Zwygart John & Associates

- Copy of audit given to everyone
- Russell explained the audit
- Motion to approve the audit: Cragin moved to approve. Seconded. Motion carries.

Presentation – Fahlgren Mortine Update

Susan Bruhns with the Fahlgren Mortine gave a presentation and provided information to the Board including but not limited to the following:

- Reviewed Quarter 3 (Q3) results:
 - Website traffic down from Q2 which is a normal trend
 - Launched website
 - Sent less emails this quarter but overall performance is good
 - Launched new consumer email campaign
- Media relations
 - 12 placements locally and regionally in Q3; 1 national placement
 - Seattle Media Mission in October; Fahlgren Mortine continues to follow up with media who attended
- Social Media
 - Gained 28 new followers on Facebook and 38 on Instagram
 - Fahlgren Mortine social media team has exceed all of their performance metrics for 2023
- Paid Advertising
 - Q3 boosted new Idaho Wine Commission website
 - Boosted Idaho Cider Fest
- Special Projects
 - Q3 launch of the new Idaho Wine Commission website
 - Largest grant for 2023

Harvest Update – Melissa Sanborn, Colter's Creek; Jake Cragin, Skyline Vineyards

- Melissa Sanborn reported on Lewis Clark Valley harvest
 - Harvest was early and fast; 2-3 weeks early
 - All fruit in by first week of Oct at Colter's Creek and Clearwater Canyon Cellars
 - Some wineries will continue to pick at the end of the year
 - Yields are lighter this year
 - Fruit is great
 - Overall a good harvest
- Jake Cragin reported on Snake River Valley harvest
 - Steady and on time harvest
 - Yields are not as high as last year; slightly better than long term average
 - Last year harvest was 15% above the average
 - Harvest was finished before the freeze

Legislative Report

Legislative Educator Roger Batt presented the following information:

Farmland Preservation

Legislation is currently being drafted that authorizes local government 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. 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 Supply 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 irrigation 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 (shallow aquifer means the earth's surface to 100 feet below it). 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 for those delivering irrigation water. 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.

2024 Idaho Legislative Session

The 2024 Idaho Legislative Session will begin on Monday, January 8th, 2024 with Governor Little giving his State of the State and Budget addresses. With this being an election year, it is anticipated that the Session will adjourn by the end of March. The Idaho Grape and Wine Industry will continue to educate our Legislators about the industry and our issues through the Session and will provide reports to the House and Senate Agricultural Affairs Committees.

Education Report

Boot Camp - September 23rd and 24th, 2024

Education Seminars 2024

- Working on 2024 calendar
- Currently Booked:
 - January 8th, 2024 - Combating climate challenges in freeze-prone Viticulture regions with Brooke Robertsons
 - January 2024 - Bubbles Seminar with Tim Donahue
 - February 11th - 12th, 2024 - Wine Quality with Tim Donahue
 - March 5th, 2024 - Interactive Social Media Workshop for Idaho Wineries with Sonnay Alverez
 - March 25th, 2024 - Sparkling Seminar with Scott Laboratories
 - April 17th, 2024 - Round Table with Kade Casciato

Annual Meeting - February 12th-13th, 2024

- Tickets on sale November 1st
- Board Members get one complimentary ticket
- Speakers and panelists all confirmed

Brand Loyalty Report

RFP for Marketing & PR Services

- Team reviewing and evaluating
- Current Fahlgren Mortine Contract is through November 30th, 2023

Seattle Media Mission - October 23-25, 2023

Media in attendance:

- Gregory Scruggs- Seattle Times
- Kristin Ackerman Bacon- Sip Magazine
- Tori Barr- Sip Magazine
- Denise Sakaki - 425 Magazine
- Laura Maria Rivera - Queen Anne, Magnolia News
- Harriet Baskas - The Points Guy, USA Today, NBC Universal, CNBC
- Natalie Compagno- Seattle Magazine
- Greg Freitas- Seattle Magazine
- Erica Gilson - Seattle's Child
- Jasmin Thankachen -Seattle's Child

Wine Region Photography and Videography

- Fall photography completed
- Spring will focus on N Idaho

Social Media Holiday Campaign - 10 Ways to Support Idaho Wine

- Reviewed timeline with Fahlgren Mortine and team

- Approved themes and working on deadlines

Savor Idaho - June 9th, 2024

- Currently working on sponsors, food trucks and exhibitors
- Tickets will go on sale in November for Black Friday and Cyber Monday
- Winery Registration Open November 6th, 2023

Staff Highlights

Moya Dolsby

- ICORT
- Seattle Media Mission
- LA media Mission
- Meetings
- Fahlgren Mortine Status Meetings
- RFP review
- Economic Impact
- DBA/Garden/SWITA/PTA/Boise Nice, Destination Caldwell boards

Brenna Smith

- Landry Ash Smith arrived October 3rd @ 12:19 AM | 6lbs 9oz | 18.5 inches

Ashlee Struble

- Industry emails / stand alone emails
- F/M Status Meetings
- Annual Meeting Sponsors/Exhibitors
- Savor Idaho Sponsors/Exhibitors
- Payroll
- DBA Taste of Downtown Preview
- Social Media Holiday Preparations
- Social Media Calendar Approval / Blog
- Initial plans for Vineyard Field Trip in April 2024
- PAWS Meetings at Riverglen Jr. High
- Visit Garden City Committee Meeting
- *Celebrated 42 Trips Around the Sun, GOOSE concert in Fort Collins and PACKERS game in Denver*

Juls Germain

- Coordinated with Boise Airport for wine tasting event November 17th; Ste. Chapelle, Sawtooth and Telaya participating
- Continued efforts to distribute Tour Brochure
- Grant Writing suite through BSU begins Nov 16th
- Collected wines for the LA Media Mission
- Attended various meetings
- Schedule food trucks for Savor Idaho
- Provided grant assistance with ISDA in Brenna's absence
- Joined the Snake River Canyon Scenic Byway Committee
- Coordinated with FM to complete the Harvest / Tasting Room photography project
- Sophie got a haircut
- Steelheads are back!!!

Emily Seats

- Continued uploading events to website
- Attended various meetings
- Filmed video for Savor Idaho giveaway
- Updated visuals for annual meeting
- Attended wine tasting with team
- Coordinated with Maker Lab at BSU to donate old vinyl banners
- Helped package wine for Seattle Media Mission
- Worked with hotels about space for Vineyard Tour in April
- Boise State football games
- Preparing for graduation!!

Discussion

- Grant ideas
- December 5th Strategic Planning Meeting

Cragin moved to adjourn the meeting. Seconded. Motion carried.

Respectfully Submitted,

Julianne Germain
Idaho Wine Commission