



**Board of Directors Meeting | January 11, 2024 | 10:00 AM (MST) | [Zoom link](#)
Idaho Wine Commission Office, 821 W State Street, Boise, ID 83702**

10:00am	Call to Order – Review Meeting Rule
10:05am	Approval of minutes from November 2023
10:10am	Legislative Report - Roger Batt
10:25am	Agency Marketing Report - Fahlgren Mortine
10:40am	Education Report
10:50am	Marketing / PR Report
11:00am	Financial Report
11:10am	Staff Highlights
11:20am	Discussion <ol style="list-style-type: none">1. Membership to the Coalition for Agriculture's Future (CAF)2. Marketing / PR: How can we be a better partner?3. 2024 Action Plan4. Strategic Plan update5. Next Board meeting April 18th, 2024 in Lewiston, Idaho
11:40am	Adjourn