



Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | January 11, 2024
Zoom 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: Mark Pasculli, Rolling Hills Vineyard; Jake Cragin, Winemakers LLC; James Nederend, Koenig Vineyards/SCORIA; Melissa Sanborn, Colter's Creek Winery; Martin Fujishin, Fujishin Family Cellars

Idaho Wine Commission via Zoom: Moya Dolsby, Brenna Smith, Ashlee Struble, Julianne Germain

Others via Zoom: Aricia Todd, Risch Pisca; Janet Northrup and Jessica Robinson, Sunnyslope Wine Trail; Trae Buchert, Dude DeWalt; Nollie Hawes, Fahlgren Mortine

Call To Order

Dolsby called the meeting to order at 10:02 AM

Approval of Minutes

Dolsby welcomed everyone to the January 2024 Board Meeting. Dolsby welcomed Martin Fujishin to the Board.

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

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

Presentation – Fahlgren Mortine Update

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

- Discussed being awarded the RFP contract
- 2023 project overview and results
 - Rebranding
 - Website redesign
 - Updated photography
 - Winter Wine Weekends
 - Regional Media Relations
 - Virtual Media Mission

- Social Media update
- Paid Social Advertising
- Savor Idaho 2023
- Cider Grant Campaign
- 2024 upcoming projects
 - new video projects
 - Wine Folly

Legislative Report

Dolsby presented the following information:

- "Day on the Hill" date options:
 - Tuesday, February 6 or Thursday, January 8, 2024; Board decided on Tuesday, February 6th
 - Presentations made to the Senate and House Ag Affairs Committee as well as meeting with Legislators.
 - One/two person from the Commission Board and 1-2 others not serving on the Commission Board to help make the presentations and meet with Legislators
 - James Nederend and Martin Fujushin agreed to attend
- Legislative Session began on Monday, January 8, 2024
 - The Legislation to establish a Farmland Preservation Program (presented at the last Board meeting) will be introduced sometime in January. Batt will notify us of the hearing day so that some industry members may testify in favor of the Legislation
 - Shorter Session than normal due to it being an election year
 - Batt will update with any legislation that arises and may affect the industry
 - Food Producers meeting begins on Jan 17, 2024

Education Report

Education Seminars

- Brooke Delmas Robertson - January 8th, 2024 with vineyard round table + one-on-ones
 - 28 attendees
 - 5 vineyard visits
- On The Agenda
 - Social Media Seminar - March 5th, 2024
 - Wine Quality Seminar - February 12th, 2024
 - Two bubbles seminars (March) - March 11th, 2024 and March 25th, 2024
 - Round Table + Vineyard Visits N. Idaho - April 17th, 2024
 - Tony Domingos (June) - June 10th and 11th, 2024
- Planning:
 - Rot Education Panel
 - Education Seminars with University of Idaho

Wine Quality - Tim Donahue

- Six Wineries Registered
 - Total of 11 wines
 - Clearwater Canyon Cellars, Veer Wine Project / Skyline Vineyards, Cinder, 3100 Cellars, Ste. Chapelle / Sawtooth, Morris Hill Wine Co.

Annual Meeting - February 12th-13th, 2024

- Registration happening now
 - 32 tickets sold as of 1/9/24
 - Register your team today!
- Board Members get one complimentary ticket

- Speakers and panelists all confirmed

Vineyard Field Trip - April 28-30, 2024

- Registration closed
 - Filled in less than 1 week
- 30 people registered + waitlist
- Agenda set
- Invoices sent
- RSVP for receptions sent

Marketing / PR Report

RFP for Marketing & PR Services

- Awarded to Fahlgren Mortine

Los Angeles Media Mission - November 6-8, 2024

- Media in attendance
 - Kathy McDonald -Variety
 - Annita Katee, Freelance - Lonely Planet, Well + Good
 - Margot Black, Freelance - LA Parent
 - Ciara Turner-Ewert, Freelance - Wellness Travel Diaries
 - Chelsea Lowe, Freelance - Travel + Leisure, Travel Age West, LA Parent
 - Emma Weissmann, Managing Editor -Travel Edge West
 - Carrie Bell, Freelance -Rolling Stone, MSN, Fodor's, Reader's Digest
 - Molly O'Brien, Freelance - Thrillist, MSN, Business Insider, Travel + Leisure
 - Sarah Dandashy - Podcast Host-Say Yes to Travel
 - Elisa Parhad, Freelance - Viator
 - Matthew Kaner, Freelance and Sommelier -Men's Journal

10 Ways To Support Idaho Wine & Cider

- Holiday Social Media Campaign
 - Started in November 2023
 - Savor Idaho giveaway + video
 - Included ways to support Idaho Wine & Cider throughout the Holidays
 - IE: Merchandise, stocking stuffers, visiting tasting rooms, etc
 - FM pulling social media performance metrics and will share takeaways during the 1/23 status meeting.

Media Visit to Garden City

- Nils Bernstein - Food Editor, Wine Enthusiast
 - December 14th, 2023
 - Ashlee and Juls met with him
 - Proletariat, Coiled and Split Rail Winery

Winter Wine Weekends

- 20 wineries participating!
- First weekend is Jan 20 - 21
- Sunnyslope Wine trail asked about Wine and Movie weekend and showing a movie and licensing restrictions

Savor Idaho - June 9th, 2024

- Currently working on sponsors, food trucks and exhibitors
- 41 tickets sold (as of 1/2/24)
 - Wave 1 - 25 tickets
 - Wave 2 - 16
 - VIP Tables - 2
 - Charcuterie Boards - 7

- Discussed Idaho State Police allowing wineries to sell their own wines at Savor Idaho

Financial Report

Smith presented the current financials to the Board.

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

Staff Highlights

Moya Dolsby

- LA media Mission
- Industry and Board Meetings
- Fahlgren Mortine Status Meetings
- RFP review
- Economic Impact Report
- DBA/Garden/SWITA/PTA/Boise Nice, Destination Caldwell boards
- Vacation to Kauai and to Disney World

Brenna Smith

- Soaking in Landry before returning to work this week
- Kept up on checks and financials while on maternity leave

Ashlee Struble

- Industry emails / stand alone emails
- F/M Status Meetings
- Annual Meeting Sponsors/Exhibitors
- Savor Idaho Sponsors/Exhibitors
- Payroll
- Strategic Planning Session
- Boise Elevated Luncheon
- Social Media Calendar Approval / Blog
- Planned with Juls: Vineyard Field Trip in April 2024
- Scheduling 2024 Education Calendar
- Scheduled Brooke's vineyard visits
- Sent wine to UNIFIED
- Industry Meeting with Dunning Estates
- Vineyard Round Table with Brooke at Fujishin
- Scheduled Tony Domingos in June 2024
- Logistics for Wine Quality
- PAWS Meetings at Riverglen Jr. High
- Visit Garden City Committee Meeting
- Team Holiday Gathering at Juls' house + super fun!
- Had a wonderful holiday season + start to 2024!

Juls Germain

- New Job Title: Project Manager
- Completed Grant Writing Class and passed
- Planned Industry Field Trip with Ashlee
- Wrote Marketing and Education Grant applications:
 - collaborated with contractors for the grants
 - Wrote industry letters of support

- deadline for submission is February 1
- handled grant issues for current grants
- Attended:
 - Boise Metro Chamber holiday legislative reception
 - Boise Elevated Luncheon
 - Food and Ag Board meeting
 - Food Producers meeting
 - CEO Speaker Series
 - Strategic Plan Meeting
 - Industry meeting @ Dunning
 - Media tour with Food Enthusiast
 - Idaho Agland Meeting
 - Meeting with WA Wine Commission
 - Snake River Scenic Byway Board Meeting
 - Sawtooth Industry Night

Discussion

- Membership to the Coalition for Agriculture's Future (CAF): tabled to next meeting for Roger Batt to report on at next meeting
- Legislation being run by Senator Dan Foreman from Latah County: out of state wine growers and shipping
 - Sanborn reported on this matter and updated Board on history of legislation
 - Dolsby provided information on how it affects Idaho
- Marketing / PR: How can we be a better partner?
 - Board and meeting attendees provided ideas:
 - Cragin suggested the IWC team visit more wineries and vineyards in person as a team to discuss this question further
 - Fujishin suggested the Commissioners meet with more wineries and vineyards in person as well
 - Sanborn suggested IWC team meeting with different Chambers across the state
- 2024 Action Plan
 - Document presented to the Board for review
- Strategic Plan update
 - Pasculli suggested the Commissioners start working on specific assigned tasks
 - Board wants to focus on industry development, financial plan, and legislation
 - Reynolds + Myers has started interviews; Cragin suggested having more people interviewed
 - Meeting to be set with Reynolds + Myers to go over first draft so that it is ready for the Annual Meeting
- Sanborn asked about criteria to be an Idaho winery
- Next Board meeting, April 18th, 2024 in Lewiston, Idaho

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

Respectfully Submitted,

Julianne Germain
Idaho Wine Commission