



Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | March 12, 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: Jake Cragin, Winemakers LLC; James Nederend, Koenig Vineyards/SCORIA; Martin Fujishin, Fujishin Family Cellars

Board via zoom: Mark Pasculli, Rolling Hills Vineyard; Melissa Sanborn, Colter's Creek Winery

Idaho Wine Commission: Moya Dolsby, Juls Germain, Brenna Smith, Ashlee Struble, Chase Catalano

Others present: Jim Thompson IWC Ambassador; Kacee Dunning, Heather Dunning, Dunning Estates; Gregg Alger, Jacob Alger, Brad Tarter, Huston Vineyards; Craig Davis, Kindred Vineyards; CJ and Janet Northrup, Famici Wine Co; Patrick Williamson, Mike Williamson, Williamson Vineyards; Jackie Groves, Cuesta Sol Vineyards

Others via Zoom: Aricia Todd, Risch Pisca; Roger Batt; Julie Pond, Northwest Berry Foundation; Tawsha Box, Kyle Morck, Reynolds + Meyer; Tim Harless, HAT Ranch Winery; Jessica Robinson, Sunnyslope Wine Trail

Call To Order

Dolsby called the meeting to order at 10:01 AM. Dolsby welcomed everyone to the March 2024 Board meeting and went over open meeting law. Dolsby thanked Dunning Estates for hosting the Board meeting.

Approval of Minutes

Dolsby presented the following meeting minutes:

- Board Meeting January 11, 2024
- Executive Session Meeting January 19, 2024
- Special Meeting January 31, 2024
- Special Meeting February 2, 2024
- Special Meeting February 6, 2024.

With no need for discussion, Cragin moved to approve all of the minutes. Seconded. Motion carries.

Legislative Report

Roger Batt presented information on the following:

Next Board Meeting: April 18th, 2024, 9:00am (PDT) | Rivaura Winery and Vineyard Tasting Room | 21622 Rivaura Ln, Juliaetta, ID 83535

- IWC Day on the Hill - February 20th, 2024
- Agricultural Protection Areas Legislation
- Pesticide Labeling Legislation H653
- Important Legislation not moving forward
 - H416 commodity commissions joining associations
 - H463 would prevent commodity commissions from hosting events and providing donations without record
 - S1261 in regards to telework; working on amended language for the bill
- Update on water bill funding

Presentation – Northwest Berry Association - Julie Pond

- Julie Pond presented information on upcoming Northwest Center for Small Fruits Research (NCSFR) Annual Conference Nov 18th-20th, 2024
- Conference will take place in Boise, Idaho
- 25% of NCSFR projects awarded funding are awarded to Idaho
- Host state is typically asked to host a networking reception; this year's is scheduled for Monday, November 18th, 2024; possibly at the Riverside Hotel
- Between 60 and 80 people in attendance
- Asking for 1-2 cases of wine to be donated for event; IWC Board member Martin Fujishin agreed to donate 1 case of wine
- Asking for a contribution towards food costs - just under \$1,200
- Once location is secured then final costs will be given to the IWC
- Pesticide credit will be given for this event
- Moya Dolsby updated the Board on her recent trip to Washington D.C. to the Northwest Center for Small Fruits

Education Report

Boot Camp

- Save the Date - September 23rd and 24th, 2024
- Western Treasure Valley Tour Day
- Boise/Garden City Tour Day

Canopy Management Seminar - February 26th, 2024

- Hosted by Williamson Orchards and Vineyards
- Stan Grant presented
- 24 people attended

Pour It Out Series - February 26th, 2024

- Hosted by Cinder Winery
- 23 people attended
- Great turnout and great feedback from attendees
- Next one at Dunning Estates on May 20th, 2024

Social Media Seminar with Sonnay Alvarez - March 5th, 2024

- Hosted by Koenig Vineyards
- 27 in attendance
- Interactive Social Media Seminar

Sparkling 101 with Tim Donahue - March 11th, 2024

- Hosted by 3100 Cellars
- 25 in attendance

Wine Quality Seminar with Tim Donahue - February 12th, 2024

- 6 Wineries Participated

- Total of 11 wines were submitted
- One-on-one meetings with Tim Donahue were held during the Annual Meeting
- Each winery received chemistry results
- Discussed low attendance and if we should do this again; scheduling may be an issue; Ashlee Struble confirmed that meetings can be conducted via Zoom
- Board agreed we need to continue Wine Quality as it is needed
- Suggestion to rotate individuals conducting the wine quality
- Suggestion made to use any unused education funds to pay for the testing fee

Upcoming Education Seminars

- Bubbles Seminar - March 25th, 2024
- Harvest Host Virtual Seminar - March 26th, 2024
- Round Table + Vineyard Visits N. Idaho - April 17th, 2024
- Pour it Out Series - May 20th, 2024
- Tony Domingos (June) - June 10th and 11th, 2024

Annual Meeting - February 12th and 13th, 2024

- Monday | Virtual Day - 66 Attendance
- Tuesday | In Person Day - 106 Attendance
- 9 Speakers Virtually | 10 Speakers In Person
- 3 Sponsorships | 8 Exhibitors
- \$14,693.02 Revenue | \$14,173 Expenses
- \$7,384 Grant Funds
- Lifetime Achievement Award to Steve Robertson
- Industry Impact Award to Julie Weaver
- **Save the Date for 2025 Annual Meeting | Virtual February 24th | In Person February 25th**
 - IWC Board member Jake Cragin suggested doing the entire conference as a one day event in person
 - IWC Board member James Nederend agreed with a one day event and suggested to continue with tracks
 - IWC Board member Martin Fujishin suggested to do a morning in person session and a virtual session in the afternoon to allow tasting room staff to attend virtually
 - Suggestion was made to have Pour It Out session just before the Annual Meeting to allow for the tasting room employees to attend
 - Board and IWC agreed to do a 1 day in person meeting with tracks for 2025 Annual Meeting

Vineyard Field Trip - April 28th - 30th, 2024

- Able to bring two people from waitlist
 - 30 people registered
- Working on final logistics / creative
- Everyone paid
- Ashlee & Juls will represent IWC

Idaho Wine and Cider Competition - May 21st, 2024

- Registration out
- Welcome Dinner - Anthony's
- Hosted by Koenig Vineyards
 - Competition + Industry Reception
 - Peaceful Belly for reception food
- Wine Tour to follow with judges

Marketing / PR Report

Winter Wine Weekends

- 20 wineries participated
- Positive feedback received
- Handful of wineries expressed to NOT stop this campaign
- Great turnout at tasting rooms
- Partnered with The Boise Socialite - amazing deliverables!
 - 1 YouTube Short
 - 4 Facebook Posts
 - 1 Instagram Reel
 - 4 Instagram Stories

Savor Idaho - June 9th, 2024

- Currently working on sponsors, food trucks and exhibitors
- 252 tickets sold (*as of 3/4/24*)
 - Wave 1 - 147 tickets sold
 - Wave 2 - 105 tickets sold
 - VIP Tables - 11 tables sold
 - Charcuterie Boards - 34 sold
- Wineries Registered:
 - Coldsprings Winery
 - Proletariat Wines
 - Veer Wine Project
 - SCORIA Vineyards
 - Koenig Vineyards
 - Clearwater Canyon Cellars
 - Cinder
 - Sawtooth
 - Ste. Chapelle Winery
 - Dude DeWalt Cellars
 - Mom Jeans Wine
 - Split Rail Winery
 - Dunning Estates
 - Telaya Wine Co
 - Huston Vineyards
 - Highpoint Cider
 - Holesinsky Winery and Vineyard
 - Rivaura Estate Vineyards & Winery
 - Williamson Orchards & Vineyards
 - Potter Wines
 - Vizcaya Winery
 - Rolling Hills Vineyard
 - Colter's Creek Winery

Idaho Wine and Cider Month - June

- Working on "Savor The Weekend" Events
 - Proposal to SWITA to Sponsor Savor Idaho
- Working on new banners
- Events posted on website
- Wineries can send events now

- Working on lining up tastings for local wine shops

2024 Tour Brochure

- First round of edits completed
- Will print \$15,000
- Advertisements Sold
 - As of March 12th
 - \$13,250

Media Visit - March 17th - 19th, 2024

- Zach Geballe - Wine Writer, Educator & Podcast Host, *VinePair*
 - March 17th: SCORIA downtown
 - March 18th - Snake River Wine Tour: Huston Vineyards, Koenig Vineyards, Hat Ranch Winery, Sawtooth Winery
 - March 19th: Coiled and Split Rail Winery - Juls will meet with him

Financial Report

Smith presented the current financials to the Board. Draft budget will be presented to the Board in April.

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

2023 Assessments

- Sent out to industry on March 4th
- Packets mailed out the week of March 18th
- Winery Assessments Paid
 - Buckhorn Vineyards
 - Indian Creek Winery
 - Telaya Wine Co.
- Vineyard Assessments Paid
 - Buckhorn Vineyards
 - Lanae Ridge Vineyard
 - Stowe Vineyard

Staff Highlights

Moya Dolsby

- NW Center for Small Fruit DC
- Industry and Board Meetings
- Fahlgren Mortine Status Meetings
- Strategic Plan
- Economic Impact Report
- DBA/Garden/SWITA/PTA/Boise Nice, Destination Caldwell boards
- Legislative Presentations

Brenna Smith

- Quarterly Grant Reporting
- Monthly Financials
- New Specialty Crop Grants
- Additional Grant Funds
- Strategic Plan Meetings
- Martin Board On-Boarding Meeting
- Created the 2023 Year In Review Document

- Annual Meeting Management
- Reviewed Specialty Crop Grants
- Assessment Form Preparations
- Leadership Idaho Agriculture Gala
- Stan Grant Seminar
- Walla Walla Trade Tasting
- Leadership Nampa Alumni Get Together
- Ste. Chapelle Industry Night
- *Parma Extension Center Grand Opening - Gentry attended with me*

Ashlee Struble

- Industry emails / stand alone emails
- F/M Status Meetings
- Annual Meeting
- Savor Idaho Sponsors/Exhibitors
- Charcuterie Board Logistics
- Tour Brochure Ad Sales
- Boise State University Class
 - Professional & Technical Writing
- Social Media Calendar Approval
- Vineyard Field Trip logistics with Juls
- Continued marketing for Educational Seminars
- Booked *VinePair* visit to Idaho + logistics
- Worked on setting up Moya's industry meetings
- Booked new Seminar - Harvest Host
- Wine Quality with Tim Donahue + Set Meetings
- Pour It Out Series at Cinder + Logistics for next meeting in May
- Social Media Seminar
- PAWS Meetings at Riverglen Jr. High
- Visit Garden City Committee Meeting
- Avery Hotel Tour + Walla Walla on Tour Tasting Event
- *Lover's Bingo at COILED + BSU Men's Basketball Games + Cheers to Upcoming Spring Break*

Juls Germain

- Annual Meeting
- Continue planning Industry Field Trip with Ashlee
- In the process of writing first blog post for the Corkscrew Blog
- Coordinated presentations to the Senate and House Ag Committees - great success!
- Reviewed grant applications for ISDA
- Attended:
 - Food Producers meetings
 - Ag Social Media Committee meeting
 - Industry night at Telaya
 - Dude DeWalt release of 2nd brand Mom Jeans
 - Canopy Management Seminar
 - Social Media Seminar
 - Snake River Scenic Byway Board meeting
 - Idaho Agland Preservation Roundtable
 - Industry meeting @ Sawtooth / Ste Chapelle, Williamson
 - Industry night @ Ste Chapelle
 - Tour of the Avery Hotel
 - F/M Status Meetings
 - Walla Walla on Tour
- *Sophie is learning how to cook with her homeschool teacher!*

Discussion

- Strategic Plan - Reynolds + Meyer
 - Kyle Morck presented the Strategic Plan document to the Board
- Sunnyslope Wine Trail
 - Janet Northrup discussed changing the name of the Western Treasure Valley wine region to Sunnyslope Wine Region; would prefer a more specific name that is still inclusive; met with Moya in December regarding this issue
 - Mark Pasculli suggested to take everything under advisement and leave everything as is for the time being
- Next Board meeting April 18th, 2024
- 9:00 am **PDT**
- Rivaura Winery and Vineyard, Juliaetta

Craigin moved to adjourn the meeting at 12:05 p.m. Seconded. Motion carried.

Respectfully Submitted,

Julianne Germain
Idaho Wine Commission