



Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | April 18, 2024

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; Melissa Sanborn, Colter's Creek Winery

Board absent: Mark Pasculli, Rolling Hills Vineyard; Martin Fujishin, Fujishin Family Cellars

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

Others present: Shannon Hewitt & Lane Hewitt, Rivaura Estate Vineyard and Winery; Dean Michael Parrella, Carly Schoepflin & Ann Barrington, University of Idaho; Karl Umiker, Clearwater Canyon Cellars; Chelsea Voglewede, Colter's Creek Winery.

Others via Zoom: Janet Northrup, Sunnyslope Wine Trail; Elisha Brooks, Kindred Vineyards

Call To Order

Dolsby called the meeting to order at 10:01 AM. Dolsby welcomed everyone to the April 2024 Board meeting and went over the open meeting law. Dolsby thanked Rivaura Winery for hosting the board meeting.

Approval of Minutes

Dolsby presented the following meeting minutes:

- Board Meeting March 12, 2024

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

Legislative Report

Roger Batt advised just prior to the meeting that he would not be in attendance.

Cragin moved to renew Legislative Educator Roger Batt's contract at \$21,000 for the 24/25 fiscal year. Seconded. Motion carries.

Dolsby asked if any legislation is needed for the 2025 session because as a state agency we

have to submit ideas to the Governor in June. The IWC has received zero responses when the industry was asked. Nederend doesn't feel like there is anything on the State side of issues that are needing changed. Batt can help advocate for the University of Idaho position.

Presentation – University of Idaho - Dean Michael Parrella

Dean Michael Parrella presented information on his background at UC Davis. He is in his ninth year as the Dean of the College of Agriculture.

University of Idaho Parma Extension Center hired an entomologist. They are now looking to hire a new pomologist. USDA doesn't have any faculty at Parma anymore, and transferred vineyards to the University of Idaho.

In the 2025 Legislative session, the University of Idaho plans to ask the JFAC committee for funding for the Viticulture and small fruit extension agent for Parma. Dean Parrella is looking for feedback on the job description and would like us to be a part of the search. Jake Cragin would like to be a part of the hiring process. Hiring will happen in the summer of 2025. The position would be 30% research + state-wide responsibility.

Education Report

Boot Camp

- Save the Date - September 23rd and 24th, 2024

UPCOMING - Pour It Out Series - May 20th, 2024

- Hosted by Dunning Estates
- 4:00 PM - 6:00 PM

Bubbles Seminar with Rack & Riddle and Scott Laboratories

- March 25th, 2024
- Hosted by Telaya Wine Co.
- Lunch provided by Scott Laboratories
- 33 Registered | 24 Attended
- Great feedback from attendees leaving the seminar
- Survey sent & gathering feedback

Harvest Host

- March 26th, 2024 | Virtual Seminar
- Panel included:
 - Caitlin Holesinsky, Ashlee Struble, and Harvest Hosts Team
- 9 Registered and 5 Attended
- Harvest Hosts sent the recording
- Dude DeWalt Cellars (*new Harvest Hosts*)

Upcoming Education Seminars

- Round Table + Vineyard Visits N. Idaho - April 17th, 2024
 - 1 Pesticide Credit Available
- Rot Seminar - May 17th, 2024 Hosted by Veer Wine Project
- Pour it Out Series - May 20th, 2024
- Tony Domingos (June) - June 10th and 11th, 2024

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

- Working on final logistics / creative
- Everyone paid
- Creative sent to the printer

Idaho Wine and Cider Competition - May 21st, 2024

- Register Today
- Welcome Dinner - Anthony's
 - Call with Lane Hoss to go over the details
 - Anyone like to donate wine for the judges' welcome reception?
- 3 panels
- Hosted by Koenig Vineyards
 - Competition + Industry Reception
 - Peaceful Belly for reception food
- Wine Tour to follow with judges
 - Snake River Wine Tour

Save the Date for 2025 Annual Meeting | In Person February 25th

- Draft agenda preview in Powerpoint at Board Meeting
- Ideas - Cost Accounting
 - Wenty - Brand Recognition
 - Mechanization & technology - panels with Jake Cragin, Richard Hoff with Mercer Q & A
 - Pruning - guy out of Texas Martin Fujishin
 - Scout LLC - AI for vineyards
 - AI marketing

Marketing / PR Report

Savor Idaho - June 9th, 2024

- 660 tickets sold (*as of 4/15/24*)
 - Wave 1 - 359 tickets sold
 - Wave 2 - 313 tickets sold
 - VIP Tables - SOLD OUT for both waves
 - Charcuterie Boards - 73 sold
- Wineries Registered:

Cedar Draw Cider	Indian Creek Winery
Cinder Wines	Koenig Vineyards
Clearwater Canyon Cellars	Mom Jeans Wine
Cold Springs Winery	Potter Wines
Colter's Creek	Proletariat Wines
Dude DeWalt Cellars	Rivaaura Estate Vineyards & Winery
Dunning Estates	Rolling Hills Vineyard
Free Dog Wines	Sawtooth Winery
Fujishin Estate Winery	SCORIA Vineyards
Hat Ranch Winery	Split Rail Winery
Hells Canyon Winery	Ste. Chapelle Winery
Highpoint Cider	Telaya Wine Co.
Holesinsky Winery & Vineyard	Veer Wine Project
Huston Vineyards	Williamson Orchards & Vineyards

Idaho Wine and Cider Month - June

- "Savor The Weekend" Events
 - SWITA sponsorship for Savor Idaho Weekend
 - Send events to Ashlee
 - Currently a great lineup of tastings for Savor The Weekend
- Working on new banners
- Events posted on the website

2024 Tour Brochure

- Second round of edits completed
- Received 1 of 3 quotes for printing (as of 4/11/24)
- Advertisements Sold
 - Final Ad Sales: \$15,750

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 & Brenna met with him

Partnership with SWITA and Destination Caldwell

- Partnership with SWITA and Destination Caldwell
- A collaborative digital advertising campaign
- Promoting SW Idaho Wine Country and farm-to-fork experiences as an easy, inspiring getaway

Dolsby stated the Website has been updated western Treasure and Sunnyslope has been updated on the website and Tour Brochure.

Wine Folly Update

- Onboarding training for the Industry on April 22nd
- Review of Region Guides May 17th-23rd
- Launches on June 3rd

Financial Report

Smith presented the current financials to the Board. Draft budget presented to the Board.

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

Received \$221,850 in Specialty Crop Block Grant. \$1.9 million to Idaho State.

Sanborn. Seconded. made a motion to approve the renewal of 3 \$100,00 CDs for a 6-month term. Seconded. Motion approved

Sanborn. Seconded. made a motion to transfer the interest earned to the Idaho Wine Commission checking account. Seconded. Motion approved.

Smith went over the draft budget line by line and answered any questions.

Strategic Plan

The board is ready to share the strategic plan with the industry.

Staff Highlights

Moya Dolsby

- NW Center for Small Fruit DC
- UC Davis Wine Executive Program
- Fahlgren Mortine Status Meetings
- DBA/Garden/SWITA/PTA/Boise Nice, Destination Caldwell boards
- Budget/Staff Reviews

Brenna Smith

- Quarterly Grant Ledger Reporting
- Monthly Financials
- Reviewed RFSI Grants
- Assessment Form Management
- Draft Budget Creation
- 2024 Grant Application Edits
- Annual Meeting Management
- Fahlgren Mortine Meetings
- ***Easter Fun with Kiddos***
- ***Mom's Weekend with Best Friend***

Ashlee Struble

- Industry emails / stand-alone emails
- F/M Status Meetings
- Attended Sunnyslope Wine Trail Meeting
- SWITA Summit
- Savor Idaho Sponsors/Exhibitors Logistics
- Charcuterie Board Logistics
- Tour Brochure Ad Sales
- Tour Brochure edits
- Social Media Calendar Approval
- Vineyard Field Trip logistics with Juls
- Helped with Field Trip creative
- Continued marketing for Educational Seminars
- Attended BOTH Sparkling Seminars
- Attended Harvest Hosts Seminar
- Industry meetings for CDA & Sandpoint
- Industry meetings for Lewiston & Moscow
- Pour It Out Series logistics for May
- Rot Seminar Panel Logistics
- PAWS Meetings at Riverglen Jr. High

- Visit Garden City Committee Meeting
- **Went to Arizona for part of Spring Break & Attended TreeFort**

Juls Germain

- Continue planning the Industry Field Trip with Ashlee
- Blog writing and approving
- Advanced Grant Writing Class through BSU - almost done
- Reviewed RFSI grant applications for ISDA
- Revised Marketing grant budget narrative and projects for ISDA
- Worked with FM on weather and vintage data for Wine Folly
- Attended:
 - Food Producers meetings
 - Ag Social Media Committee meeting - meetings are only as needed from now on
 - Bubbles Seminar
 - Media Tour
 - Boise Metro Chamber Food and Ag Industry Board meeting
 - Industry night at Ste Chapelle
 - SSWT Meeting
- **Hawaii!!! Had an amazing time!!**

Discussion

- New Board Chairperson
- The Board agreed to change the next Board meeting date to May 21st at Koenig Vineyards during the Idaho Wine and Cider Competition.

Nederend moved to adjourn the meeting at 11:06 p.m. PST. Seconded. Motion carried.

Respectfully Submitted,

Brenna Smith
Idaho Wine Commission