



Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | May 21, 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; Mark Pasculli, Rolling Hills Vineyard; Martin Fujishin, Fujishin Family Cellars

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

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

Others present: Roger Batt, Cassidy Plumb; Legislative Educators

Call To Order

Dolsby called the meeting to order at 2:01 PM. Dolsby welcomed everyone to the May Board meeting and went over the open meeting law. Dolsby thanked Koenig Vineyards for hosting the board meeting.

Approval of Minutes

Dolsby presented the following meeting minutes:

- Board Meeting April 18, 2024

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

Legislative Report

Roger Batt presented information on the following topics:

- Primary Election
 - There are several good candidates challenging incumbents this year
 - Batt stated he will send an update after the election with results and how that impacts the industry
- State Agencies negotiated rulemaking
 - rulemaking regarding well construction & water temperature standards and anticipate other topics of interest to emerge between now and August

- House Bill 608aaS
 - With the passage of House Bill 608aaS during the 2024 Session we anticipate another round of discussions to begin soon regarding additional incentives to preserve farmland with the intent to draft Legislation for the 2025 Session to build upon the Agriculture Protection Area statute that will go into effect on July 1.
- University of Idaho new Extension Agent
 - The Idaho Grape & Wine Commission will be meeting soon with members of the University of Idaho College of Agriculture and Life Sciences to discuss the steps in obtaining a new Extension Agent and the best approach to obtaining funding for this position through the 2025 Appropriations process.
 - Batt has a meeting scheduled for 5/29/24 to begin talks with Legislators regarding the new Extension Agent

IWC Team Update

Moya Dolsby

- *Meetings/Travel* – 40%
- *Communications* – 30%
- *Staff Management* – 10%
- *Project Management* – 10%
 - Action Planning
 - Legislation
 - Media Tours
 - Vineyard/Winery Education
 - Grant Projects
- *IWC Events* – 5%
 - Savor Idaho
- *HR/ Finance* – 5%

Brenna Smith

- *Finance* – 55%
 - Grant Management
 - Draft Budget Creation
 - Monthly Financials & Budget Management
 - QuickBooks Management
 - Managed Assessments
 - Bi-Weekly Payroll
 - Completed Local Government Registry Submission for the Year
 - Compiled board meeting financial packet
 - Completed yearly staff compensation reports
- *Operations/HR* – 20%
 - Document Management
 - Human Resources
- *Marketing / PR* – 10%
 - Fahlgren Mortine Meetings

- Savor Idaho Support
 - Ticket Management
 - Wine Guide edits
 - *Education - 10%*
 - Draft Annual Meeting Agenda
 - Speaker Contact
 - Weather Station logistics
 - *Community Engagement - 5%*
 - Attended Rose Awards
- Enjoying family time in the sun!*

Ashlee Struble

- *Marketing/PR - 60%*
 - Industry meetings in CDA/Sandpoint + Lewiston/Moscow
 - Round Table with Kade hosted by Clearwater Canyon Cellars
 - Media & Trade Relations
 - Create Itineraries
 - Meet with Media
 - Website Updates
 - Social Media
 - Approval of Posts
 - Tour Brochure Ad Sales + getting to printer
 - Hubspot Management
 - Newsletter
- Sponsorships for Savor Idaho
- FM Status Meetings
- *Education - 20%*
 - Attended Vineyard Field Trip + receptions
 - Continued marketing for Educational Seminars
 - Pour It Out Series logistics for May
 - Rot Seminar Panel Logistics
 - Idaho Wine and Cider Competition logistics and communication
 - Wine Tour with Judges tomorrow
- *IWC Events - 10%*
 - *IWC Events - 10%*
 - Savor Idaho
 - Charcuterie Board Logistics + Meeting with Albertsons
 - Savor Idaho Sponsors/Exhibitors Logistics
 - Community Engagement - 10%
 - PAWS Meetings at Riverglen Jr. High - Teacher Appreciation
 - Visit Garden City Committee Meeting - Gala Event

Went to BeachLife Festival in California

Juls Germain

- *Grants - 20%*
 - Completed Advanced Grant Writing Class through BSU
- *Commission Meetings Management - 20%*
 - Meeting Agendas & minutes

- PowerPoint Presentation
- Scheduling of all meetings
- Idaho State Code Compliance
- Completed Advanced Grant Writing Class through BSU
- *Legislation - 20%*
 - Drafted Assessment Opt Out letter for industry
- *Blog -20%*
 - 2nd blog is currently published on website
- *Marketing / PR - 5 %*
 - collected SWAG for influencers gift baskets
 - collected wine to ship to Journalist
 - Pour It Out Series
 - Proletariat Industry Night
 - Finalization of Wine and Cider Guide
 - FM status meetings
- *Education - 5%*
 - Vineyard Field Trip Planning
 - Attended Vineyard Field Trip
 - Attended Rot Seminar
 - Signed up for WSET Level 2
- *Community Engagement - 5%*
 - Caldwell / Nampa Agri-business Committee
 - Ag Social Media Committee
 - Attended seminars for USDA-ARS Research Biologist position and provided feedback on candidates
- *Office Management - 5%*
 - Beginning to rewrite the Employee handbook
 - Onboarded Emily
 - Fulfilled donation Requests

Sophie Completed 3rd Grade!

We celebrated Derby Day in style!

Emily Seats

- Office Management
 - Sent out assessment opt-out letters to wineries
 - Updated events to IWC website
 - Attended zoom meeting with FM about Wine & Cider Competition
 - Made industry reception graphic
 - Did social media for FM during Wine & Cider Competition
 - Created graphic for new sticker
 - Put together donations
 - Shipped wine keys to Visit Lewis Clark Valley
 - Organized closet and wine fridge to make room for more wine and new tour brochures
 - Shipped tour brochure requests

Went to Georgia to watch my sister play softball

Started working back with the IWC for Savor Idaho

Education Report

Boot Camp

- September 23rd and 24th, 2024
 - Planning will start in the summer

Pour It Out Series - May 20th, 2024

- Hosted by Dunning Estates
- 4:00 PM - 6:00 PM
- Reminder emails have gone out
- 15 people in attendance

Rot Panel - May 17th, 2024

- Hosted by Veer Wine Project

Upcoming Education Seminars

- Tony Domingos (June) - June 10th and 11th, 2024
 - Vineyard Round Table + Vineyard Visits
- Soil Health Seminar - June 24th, 2024
 - Hosted by Dude DeWalt Cellars

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

- 26 industry members in attendance
- 15 wineries / vineyards represented
- Visited 4 vineyard sites plus Washington State University - Irrigated Agriculture Research and Extension campus
- Welcome Reception and Industry Reception both well attended; Washington Wine Commission attended the Industry Reception at Anthony's
- Follow up survey has been sent to the industry - responses received so far are very positive
- Gained two new speakers for the Annual Meeting

Idaho Wine and Cider Competition - May 21st, 2024

- Happening today
- Welcome Dinner - Anthony's
- 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***

Marketing / PR Report

Savor Idaho - June 9th, 2024 (as of 5/20/24)

- 843 tickets sold *(as of 5/20/24)*
 - Wave 1 - 459 tickets sold
 - Wave 2 - 384 tickets sold
 - Charcuterie Boards - 90 sold
- VIP Tables
 - Wave 1 SOLD OUT 16/16

- Wave 2 is 14/16 sold
- Added 4 more VIP tables to each wave
- Wineries Registered:

Savor Idaho - Wineries / Currently Cideries Registered

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



32 Registered!

Idaho Wine and Cider Month - June

- "Savor The Weekend" Events
- Banners sent to the printer + will be mailed to North Idaho (Lewiston)
- Events posted on website

2024 Tour Brochure

- Wineries will begin receiving them today
- Email Juls if you would like a box
- Printed 15,000

Idaho Wine & Cider Month Partnership with Albertsons

- Fahlgren Mortine has been working with Albertsons and Hayden Beverage to arrange an in-store activation in conjunction with Idaho Wine and Cider Month.
- Collateral will go up the week of June 5
- Associated Albertsons promotion - 10% off 6 bottles or more, 25% off the week of June 5-11
- Wine promotions will be listed in their Market Street ads and other Albertsons collateral

Media Visit/Opportunities

- Alder Yarrow
 - Week of June 17th, 2024
 - Email out to request wine
 - Staying at The Avery Hotel
 - Making winery and vineyard visits
- Amy Tara Koch
 - Amy is based in Chicago and is a freelancer for New York Times, Travel + Leisure and other top-tier national outlets
 - A case of Idaho Wines
a case of Idaho wines to sample

Wine Folly

- 50% of wineries have claimed their profile
- Launch date June 4th

Financial Report

Smith presented the current financials to the Board. Smith also presented the 2024/2025 budget to the Board. No questions

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

Cragin moved to approve the 2024/2025 Budget as presented. Seconded. Motion carries.

Discussion

- New Board Chairperson - James Nederend
 - Nederend agreed to assume the Chairperson position in July, 2024.
 - Fujishin will split his time between Idaho and Washington and will attend most Board meetings via Zoom.
- New Commissioner applications are into the Governor's Office; waiting for approval from the Governor
 - Germain advised the Board that Tamera Felter with the Governor's office was contacted on 5/17/24 and stated the Governor wanted to make a few phone calls on one of the applications. She further stated that the appointments would be coming through shortly.
- Next Board Meeting / Strategic Plan Session:
 - July 18th time TBD
 - Veer Wine Project tasting room in Garden City

Cragin moved to hold an Executive Session Meeting at 2:29pm in order to discuss the proposed budget and staff evaluations for the 2022/2023 fiscal year. Seconded. Motion carried.

Roll Call:

Mark Pasculli - yes
Jake Cragin - yes
Melissa Sandorn - yes
Martin Fujishin - yes
James Nederend - yes

Cragin moved to close the Executive Session at 3:21pm. Seconded. Motion carries.

Dolsby resumed the Board of Directors meeting at 3:22 PM.

Sanborn moved to approve the 2024/2025 budget with the amendments of a 3% raise for Moya Dolsby and Brenna Smith; a 8.27% raise for Ashlee Struble; 25% raise for Julianne Germain. Seconded. Motion carries.

Cragin moved to adjourn the meeting at 3:23pm. Seconded. Motion carried.

Respectfully Submitted,
Juls Germain
Idaho Wine Commission