



Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | July 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: James Nederend, Koenig Vineyards/SCORIA; Will Wetmore, VEER Wine Project; Martin Fujishin, Fujishin Family Cellars; Jay Hawkins, Lanae Ridge Vineyard

Board members present via Zoom: Melissa Sanborn, Colter's Creek Winery; Roger Batt, Legislative Educators; Ron Bitner, Bitner Vineyards; Julie Pond, Northwest Berry Foundation; Amanda Vincourt, Sunnyslope Wine Trail / Famici Family Wine Co; Jeremy Pisca, Risch Pisca PLLC

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

Others present: Susan Bruns, Fahlgren Mortine

Call To Order

Dolsby called the meeting to order at 10:02 AM. Dolsby welcomed everyone to the July Board meeting and went over the open meeting law. Dolsby welcomed Jay Hawkins and Will Wetmore to the Board of Directors.

Approval of Minutes

Dolsby presented the following meeting minutes:

- Board Meeting May 21, 2024
- Special Meeting on June 27, 2024

With no need for discussion, Nederend moved to approve the minutes from the May 21, 2024 Board Meeting. Seconded. Motion carries.

With no need for discussion, Nederend moved to approve the minutes from the June 27, 2024 Special Meeting. Seconded. Motion carries.

Legislative Report - Roger Batt / Juls Germain

- University of Idaho meeting and update
 - Second meeting on July 22, 2024 to discuss new U of I extension program

Next Board Meeting: September 19th, 2024, 10:00am (MST) | Zoom Meeting

position

- Palmer Amaranth / Idaho's noxious weed list
 - Petition filed to put Palmer on noxious weed list
 - Consensus seems to not move forward with this issue

Ag protection

- Counties to adopt APA's in county ordinances by next year
- Legislators attendance at Boot Camp
 - Sent to legislators
 - Send to Mayors / Commissioners
- Treasure Valley Water Users Association
 - 40 monitoring stations
 - will conduct analysis at end of season regarding irrigation
- Meeting with Boise Police Department Alcohol Compliance Officer
 - Juls and Moya met with BPD Officer Cameron Kolos
 - He is committed to making the Alcohol Compliance Unit a priority and understands the huge impact the beverage industry currently has
 - Willing to work with all wineries to provide guidance and support
 - Currently the only officer assigned to unit and would like support for assigning additional officers to the unit
 - IWC wrote a letter of support for him
 - Invited him to Boot Camp and he will attend

Falhgren Mortine Status Report - Susan Bruns

Susan Bruns presented the following to the Board:

- Website traffic - single most important marketing tool that IWC has
- Winter Wine Weekends 2024
- Boise Airport Advertising - ad runs through November 2024
- Regional advertising campaign
- 2024-2025 Wine and Cider Guide
- Wine Folly Region Guide
- Fact Sheets Updates
- Savor Idaho 2024
- Idaho Wine and Cider Month 2024
- National Media Relations
- Organic Social Media
- Paid Social Advertising 2024
- Weather Station Data on IWC website
- Future Projects

IWC Team Update

Current Projects:

Audit Prep

- Gathering end of fiscal year data
- Auditors will prepare audit and present to Board in November

Boot Camp Planning

- Obtaining sponsors

- Scheduling tour stops

Grant Discussions and Ledgers

- Grant Ledgers due July 20th
- Grant application process begins in November
- Discussion for project ideas currently happening

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%
 - Fiscal Year End
 - Grant Management
 - Grant Ledger Compilation & Submission for 8 grants
 - Draft Budget Creation
 - Monthly Financials & Budget Management
 - QuickBooks Management
 - Managed Assessments
 - Bi-Weekly Payroll
 - Local Government Registry Submission Revisions
 - Compiled board meeting financial packet
 - Training on new ISDA Grant System
- *Operations/HR* – 20%
 - Document Management
 - Human Resources
- *Marketing / PR* – 10%
 - Fahlgren Mortine Meetings
- *Education* - 10%
 - Annual Meeting Planning
 - Weather Station logistics
- *Community Engagement* - 5%

Enjoying family time!

Ashlee Struble

- *Marketing/PR* – 60%
 - Industry meetings in Eastern Idaho
 - Round Table with Tony Domingos hosted by Fujishin Family Cellars

- Media & Trade Relations
 - Alder Yarrow in Boise
- Website Updates
- Hubspot Management
 - Newsletter approval
- Social Media
 - Approval of Posts
- Savor Idaho recap creation
- Savor Idaho sponsor meetings
- Savor Idaho Social Media Influencer itineraries
- FM Status Meetings
- *Education - 20%*
 - Attended Vineyard Round Table
 - Working on 2025 Educational Seminars
 - Pour It Out Series logistics for August
 - Idaho Wine and Cider Competition logistics and communication
 - Wine Tour with Judges
- *IWC Events - 10%*
 - Savor Idaho
 - Drove big rental truck
 - Day of logistics and tear down
 - Community Engagement - 10%
 - PAWS Meeting this month to prep for 2024/2025 school year
 - Visit Garden City Committee Meeting
 - Gala
 - Board Meeting

Saw Janet Jackson in concert, 4th of July in Boise and went to Las Vegas to attend Dead and Co. at The Sphere

Juls Germain

- *Grants - 20%*
 - Planning
- *Commission Meetings Management - 20%*
 - Meeting Agendas & minutes
 - PowerPoint Presentation
 - Scheduling of all meetings
 - Idaho State Code Compliance
- *Legislation - 20%*
 - Worked with Roger to send Boot Camp Save the Dates to Legislators and Commissioners
 - Will begin meeting in person with Legislators with Roger
 - Met with Ag's Office attorney
 - Met with BPD Alcohol Compliance Officer
- *Blog -20%*
 - 3rd blog currently in the works
- *Marketing / PR - 5 %*
 - Industry meetings in Southeast Idaho and Western Treasure Valley
 - Alder Yarrow Comprehensive Tasting

- FM status meetings
- Savor Idaho
- *Education - 5%*
 - Tasting Room Field Trip Planning
 - Attended Soil Seminar at Dude DeWalt
 - Completed WSET Level 2; test is next Friday
- *Community Engagement - 5%*
 - Caldwell / Nampa Agri-business Committee
 - Ag Social Media Committee
 - Boise Chamber Food and Ag Board
- *Office Management - 5%*
 - Continuing to rewrite the Employee handbook
 - Fulfilled donation Requests

Dad's 80th birthday and summer fun!

Education Report

Boot Camp

- Date Moved
 - September 30th and October 1st
- Working on logistics
- Legislators attending
 - Senator Just
 - Senator Elect Blaylock
 - Senator Elect Shippey
 - Representative Elect Shirts
- Current Sponsors
 - D.L. Evans Bank
 - Beehive Cheese
 - Hip Pop Hooray
 - University of Idaho | College of Agricultural
 - Destination Caldwell
 - Jerry Brakebill, Your Boise Realty Group

Pour It Out Series

- Next meeting August 19th, 2024
- Hosted by VEER Wine Project
- Still time to register
- What's App is live

Tasting Room Field Trip - April 2025

- The week of April 29th, 2025 (exact dates TBD)
- Logistical planning will begin in July
- Visit to Walla Walla tasting rooms during their operating hours
- Grant will cover:
 - Lodging
 - Facility fees

Tony Domingos - June 10th and 11th, 2024

- Vineyard Meetings
- 8 Vineyard Meetings with Tony

- Vineyard Round Table
 - Hosted by Fujishin Family Cellars
 - 22 in attendance

Soil Health Seminar - June 24th, 2024

- Hosted by Dude DeWalt Cellars
- Partnership with University of Idaho
- 18 people in attendance

Idaho Wine and Cider Competition - May 21st, 2024

- 15th Annual
- Hosted by Koenig Vineyards
 - Competition + Industry Reception
 - Peaceful Belly for reception food
- Wine Tour to follow with judges
 - Snake River Wine Tour provided transportation
- 199 wine submissions and 11 ciders
- Results:
 - Best Of Show: VEER Wine Project - 2022 Garnacha
 - 12 wines won double gold
 - 25 wines won gold
 - Highpoint Cider: 1 double gold, 2 golds

Follow up discussion:

- Currently, the IWC participates in this competition by doing the following:
 - Hosting the welcome dinner, the industry reception, and the guided wine tour the day after the competition
 - Providing the wine glasses
 - Collects the wine for the competition
 - Sponsors lunch
- Discussion: IWC suggests the following:
 - Continue hosting welcome dinner for judges
 - Host the industry reception off site. If Great Northwest Wine wants to donate the wine from the competition they may do so. Otherwise, we will ask the wineries to bring a bottle of wine to the reception.
 - Great Northwest Wine will collect the wines and provide the glasses for the competition
 - Great Northwest Wine will provide lunch on the day of the competition for the judges
 - IWC will not host a guided wine tour following the competition
 - Decisions:
 - Other wineries can host the industry reception; push it to later in the evening
 - IWC to continue to support by doing welcome dinner and industry reception
 - Glasses: IWC will not provide the glasses for the competition
 - No formal wine tour the day after
 - Lunch for judges and staff to be provided on the day of the competition

by the IWC

Weather Stations

- App is currently live on the website
- We currently have 23 weather stations on vineyard sites (18 vineyards total; some vineyards have multiple weather stations) which have weather stations on them
- Survey sent out to ask if vineyard would be willing to pay the \$180 yearly fee to maintain the weather station
- Survey responses indicated the following:
 - 15 responses so far
 - 11 are willing to pay and keep weather stations
 - 4 have opted out; Rivaura is keeping 1 station and returning the other 2 on their property

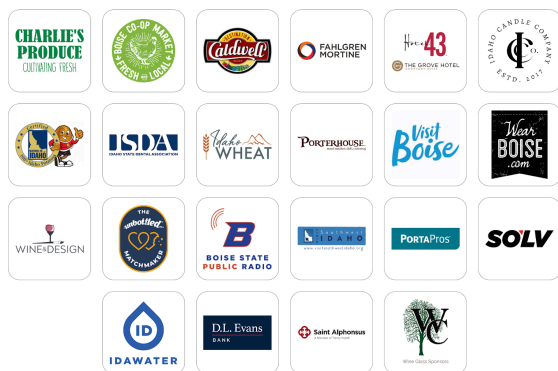
****Save the Date for 2025 Annual Meeting | In Person February 25th***

Marketing / PR Report

Savor Idaho - June 9th, 2024

- Special thank you to our sponsors
- Recap finalized
- Meetings with sponsors
 - In progress
- 1,149 attendees
 - Wave 1 - 629
 - Wave 2 - 520
- 32 wineries/cideries attended
- TOP CITIES
 - Boise, Nampa, Meridian, Salt Lake City, Seattle, Eagle and Las Vegas
- TOP WINES
 - Holesinsky Vineyard + Winery IdaPeach Sparkle
 - Cold Springs Winery Strawberry
 - Koenig Vineyards SRV Cuvee
 - Vizcaya Winery Tempranillo
 - Ste. Chapelle Winery Sparkling Huckleberry

Savor Idaho Sponsors



Savor Idaho June 8, 2025

Next Board Meeting: September 19th, 2024, 10:00am (MST) | Zoom Meeting

Attendee Comments Included But Not Limited To:

- Misters
- Live music
- More cideries
- Longer hours
- More tables to sit at
- Olive oil tasting
- More shade
- More food vendors

Industry Comments Included But Not Limited To:

- Two waves
- Having volunteers help with set up was great
- Enjoyed meeting new people
- Good vibes
- Mostly met or exceeded expectations
- Savor Idaho 2025 Board suggestions and decision:
 - Wetmore suggested having Savor Idaho industry time when it's just industry and not consumers for networking purposes
 - Board agrees to 1 wave with a VIP hour prior to event in which an elevated tasting will be conducted (Fujishin suggested a "vintage pour;" 1.5 hours for VIP time
 - Allow 2.5-3 hours for the general Savor Idaho event
 - Bring back live music
 - Hawkins suggests more food options
 - In regards to tents / EZ ups: Board agrees to have each winery bring their own but also provide them the option to rent one

Idaho Wine and Cider Month - June

- Over 100 events posted on our website for the month of June
- Savor the Weekend events
 - Over 15 events, tastings and promotions happened
- Playlist created on Spotify
- Banner Update
 - Taking Lewiston's banners back to be fixed
- Fahlgren Mortine, Albertsons and Hayden Beverage partnership of an in-store activation in conjunction
- with Idaho with Idaho Wine and Cider Month
 - Collateral went up on June 5th.

Wine on the Snake

- June 22nd, 2024
- Huge success
- Idaho Wine Commission provided wine bags, new tour brochure and wine key for all attendees
- We also helped promote the event on our website and social media
- Great reach and attracted people from:
 - Seattle, Pullman, LaGrande area

- Served purpose of introducing new people to the LCV-AVA

Social Media

- Instagram reached 8,000 followers

Bogus Basin Event

- July 27th, 2024
- Cinder, Koenig and SCORIA

Media Visit/Opportunities

- Alder Yarrow
 - Week of June 17th, 2024
 - Over 60 Wines tasted at F/M Office
 - Dinners Comped by
 - Red Feather, The Avery and Anthony's
 - Western Treasure Valley Visits
 - Fujishin Family Cellars
 - Bitner Vineyards
 - SCORIA
 - Koenig Vineyards
 - Williamson Vineyards
 - Sawtooth
 - Boise/Garden City
 - Telaya Wine Co

Winter Wine Weekends 2025 - Save The Date

January 25th and 26th - Festive Fireside

Theme: Cozy up by the fireplace with rustic decor, soft lighting, and plush seating.
 Details: Serve mulled wine, cider, hot cocoa, and seasonal snacks. Include blankets for a snug experience.

February 8th and 9th - Touchdown Tastings

Theme: Join us for an exciting weekend of wine and football. Step into a football-themed wonderland where the thrill of the game meets the elegance of wine and cider.
 Details: Savor robust reds and sparkling wines specially selected for The Big Game. Or indulge in gourmet versions of game day classic snacks.

February 22nd and 23rd - Artisan Cheese & Wine Pairing

Theme: Focus on pairing wines and cider with a variety of artisan cheeses.
 Details: Set up tasting stations with different cheese and wine combinations. Include informative notes on each pairing or a cheese-making demonstration.

March 8th and 9th - Ski Lodge Retreat

Theme: Transform the tasting room into a cozy ski lodge.
 Details: Use wood accents, vintage ski gear and faux fur throws. Serve hearty red wines and robust, warming foods.

Financial Report

Smith presented the current financials to the Board.

Smith explained that the Tax Commission allocated hops funds to the IWC. They did not increase the excise tax allocation to the IWC. Smith is currently in communication with the Commission and will keep the Board updated.

Sanborn moved to remove Scott Smith as a signer on the bank card. Seconded. Motion carries.

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

Discussion

- Next Board Meeting / Quick Update via zoom:
 - September 19th, 2024 at 10am via Zoom
- Update on IWC office building
- Lifetime Achievement and Industry Impact Award recipients

Strategic Planning Session

The Board and the IWC team discussed the strategic plan and came up with ideas regarding the Wine Commission's long term plan.

Wetmore moved to adjourn the meeting at 1:02pm. Seconded. Motion carried.

Respectfully Submitted,
Juls Germain
Idaho Wine Commission