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Idaho Grape Growers & Wine Producers Commission  
Board of Directors Meeting | September 19, 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 members present via Zoom:** Melissa Sanborn, Colter's Creek Winery; James Nederend, Koenig Vineyards/SCORIA; Will Wetmore, VEER Wine Project

**Board members absent:** Jay Hawkins, Lanae Ridge Vineyard; Martin Fujishin, Fujishin Family Cellars

**Idaho Wine Commission staff present via Zoom:** Moya Dolsby, Juls Germain, Brenna Smith, Naomi Baltzan

**Others present via Zoom:** Mike Prout, Dude DeWalt Cellars; Julie Pond, Northwest Center for Small Fruit

**Call To Order**

Dolsby called the meeting to order at 10:01 AM. Dolsby welcomed everyone to the September Board meeting and went over the open meeting law.

**Approval of Minutes**

Dolsby presented the following meeting minutes:

- Board Meeting July 18, 2024

*With no need for discussion, Sanborn moved to approve the minutes from the July 18, 2024 Board Meeting. Seconded. Motion carries.*

**Legislative Report - Juls Germain**

Roger Batt Report: Over the summer, I had two meetings with the University of Idaho College of Agriculture and Life Sciences to discuss the steps needed to obtain a new extension person at the Parma Research and Extension Center – to include viticulture research as part of their duties. Following our second meeting, I was informed the funding

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for the new Parma position has been incorporated into the U of I's budget for the 2025 Session. To support this effort, we will be meeting with members of the Joint Finance and Appropriations Committee asking for approval of this budget during the Legislative Session.

On July 29, the Idaho State Department of Agriculture held a Negotiated Rulemaking Meeting to see whether it's feasible to add Palmer Amaranth to Idaho's noxious weed list and if so, what that means for Idaho agriculture. Palmer Amaranth has been found in several fields in the Treasure Valley and Magic Valley (mostly in sugarbeet and potato fields) and is resistant to some herbicides. Several organizations representing the Seed Industry, Bean Industry and Noxious Weed Control Superintendents objected to this new listing and sent in written comments to the ISDA. It is doubtful these Rules will proceed with a favorable outcome.

We have recently drafted language to add to the Idaho Agriculture Protection Area Act to provide for more incentives to preserve farmland. This new DRAFT is being circulated internally with some of the organizations who spearheaded the effort this past year. A final DRAFT should be ready to share with the Grape and Wine Industry by November. This is a voluntary program for landowners to participate in if they have lands that have been in agricultural production for a 3-year period prior to applying.

On August 27 Moya, Brenna and I met with members of the Idaho State Tax Commission to review some discrepancies in a couple of spreadsheets the Tax Commission sent to the Idaho Grape and Wine Commission regarding wine assessments. The meeting was productive and will result in better communication and data sharing between the two entities. During this meeting we learned that the Tax Commission has no direction on calculating assessments when it comes to Idaho Wine because there is currently no definition of "Idaho Wine" in Idaho Statute. A new definition would require a piece of Legislation that would need to be approved by the Commission Board and Governor's Office.

The Treasure Valley Water Users Association continues to work with HDR Engineering and Water District 63 on the Drain Flow issue in the Treasure Valley. 40 monitoring stations were set up throughout the area, and measurements were taken to gather precise data on the drain flow. A grant has been awarded to conduct Phase II of the project to develop a ground water modeling of the drains. Phase III grants have been applied for to develop mitigation strategies to assist with the current issues of water not returning to the Boise River from the drains.

Juls Germain and I have been reaching out to Legislators and Legislators Elect to gain participation in the upcoming Industry Bootcamp on September 30 and October 1. So far,

we have a good response and are excited to help educate these newly elected officials about the industry.

## **IWC Legislative Report**

### **Congressman Simpson and Western Idaho Caucus Foundation Visit to Koenig Vineyards**

- Saturday, September 14th
- Approximately 23 people were in attendance
- Wine tasting and vineyard tour
- Sponsors: University of Idaho College of Ag and Life Sciences donated Vandal's chocolate bars and Dairy West donated cheese for charcuterie boards

### **Wine and Health**

- Definition of a health related statement per the Code of Federal Regulations
- Discussion on the IWC not making any statements related to wine and health
  - Board is in agreement that we do not make any statements related to health and wine

## **IWC Team Update**

### **Current Projects:**

#### Educational Seminars

- Planning seminar topics
- Contacting speakers
- Scheduling seminar dates

#### Boot Camp Planning

- Sponsors confirmed
- Itinerary confirmed
- Registration is almost full

#### Winter Marketing Projects

- Winter Wine Weekends
- 10 ways to gift Idaho wine

## **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

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- *HR/ Finance – 5%*

## **Brenna Smith**

- *Finance – 65%*
  - 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! Camping trip to Sumpter, Oregon*

## **Ashlee Struble**

- *Marketing/PR – 60%*
  - IWebsite Updates
  - Hubspot Management
  - Social Media
    - Approval of Posts
  - Savor Idaho sponsor meetings
  - FM Status Meetings
  - Influencer winery visits
  - Best Case Scenario call out
  - NYC Media Mission call out
  - Industry emails
    - The Juice
    - Come Over October
- *Education - 20%*
  - Confirming 2025 Educational Seminars
  - Boot Camp planning and registrations
  - Pour it out logistics for November 2024
  - Going Beyond Gold
- *IWC Events - 10%*
  - Savor Idaho
    - 2025 event logistics meetings

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- Community Engagement - 10%
  - PAWS Meeting and Popcorn afternoon for the students
  - Visit Garden City Committee Meeting
    - Board Meeting

*Enjoying live music, kids back to school and soccer every Saturday. Attended the Sunnyslope Wine Trail Festival. Visited The Gorge for the first time! Holden turned 14!*

### **Juls Germain**

- *Grants - 20%*
  - Planning / Management
- *Commission Meetings Management - 20%*
  - Meeting Agendas & minutes
  - PowerPoint Presentation
  - Scheduling of all meetings
  - Idaho State Code Compliance
- *Legislation - 20%*
  - Researched statutes regarding wine and health statements
  - Attended Governor's address to the Business Community
  - Organized and attended Congressman Simpson's visit to Koenig
- *Blog -20%*
  - Ongoing
- *Marketing / PR - 5 %*
  - Industry meetings in Sunnyslope:
  - FM status meetings
  - VEER ribbon cutting
  - Industry meetings in Eagle
  - Tour brochure disbursement
- *Education - 5%*
  - Tasting Room Field Trip Planning
  - Passed WSET Level 2
  - Weather Station logistics
  - Education seminar planning
- *Community Engagement - 5%*
  - Caldwell / Nampa Agri-business Committee
  - Ag Social Media Committee
  - Boise Chamber Food and Ag Board
- *Office Management - 5%*
  - Completed rewrite of employee handbook
  - Fulfilled donation Requests
  - Onboarded new intern Naomi

*Visit to see family in Sonoma, visit to Yellowstone, Sophie turned 9 and started 4th grade*

### **Naomi Baltzan - Fall Intern**

- *Introduction*
  - I am a Boise State Student, in my Final Semester!
  - I grew up in Park City, UT and love skiing, hiking and camping.
  - I am majoring in Integrated Media and Strategic communication, with a minor in Visual Arts.

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- I am currently working 10 hours per week as the events and marketing intern for IWC, working with Juls.
- *Goals*
  - Attend the Industry Boot Camp event/ future IWC events
  - Create collateral and content on canva- save the date (Tasting room field trip), signs for tasting room and other events
  - Attend meetings and networking events
  - Improve design skills/ attend events
- *Current Projects*
  - Creating A-Frame visuals, thanking bootcamp sponsors
  - Brainstorm visuals/captions for "10 ways to gift idaho wine"

#### Building Update

- Demolition to begin on December 5th
- IWC will vacate office by November 19th
- Projected completion estimated March 2026
- Cost savings / month
  - Current rent: \$525
  - Parking: \$375
- New expenses
  - Parking at new location possibly
  - Storage facility: \$173 - \$245 depending on size and type of unit
  - P.O. Box: \$182 for 12 months
  - Board agreed the IWC to work at wineries two days out of the week and work remote the rest of the week

#### **Education Report**

##### **Boot Camp**

- September 30th and October 1st
- September 30th - Western Treasure Valley - Sunnyslope
  - Waitlisted
  - 50 attendees
- October 1st - Boise / Garden City
  - 36 attendees
- Sponsors
  - Destination Caldwell
  - D.L. Evans
  - Beehive Cheese
  - University of Idaho | College of Agricultural
  - Jerry Brakebill, Your Boise Realty Group

#### **Marketing / PR Report**

##### **Media Visit/Opportunities**

- Scott Laird - September 23rd - 26th
  - Having a tour with Snake River Wine Tours

- Will enjoy 4 wineries in Western Treasure Valley - Sunnyslope
  - Visiting House of Wine
  - Wineries: Split Rail Winery, Telaya Wine Co. and Veer Wine Project
- Amy Tara Koch, freelancer on assignment with Wall Street Journal
  - Visited Telaya, VEER, Cinder and Split Rail August 28th - September 2nd
- Betsy Andrews, freelancer, on assignment with Conde Nast Traveler
  - Visited urban wineries August 29th - 30th
- NYC Media Mission
  - reached out to wineries for wine

### **10 Ways to Gift Idaho Wine Project**

- Naomi will be in charge of this project with IWC overseeing it
  1. Savor Idaho Ticket Giveaway
  2. Pair Idaho Wine with Hip Pop Hooray
  3. Gift Smaller Wine Subscriptions at wineries
  4. Gift a fire side date night with Idaho wine
  5. Cider - Host your own holiday cider tasting
  6. Host your holiday party at a local Idaho winery
  7. Enjoy a winery crafting experience at a local winery
  8. Trivia at a winery
  9. Idaho winery apparel
  10. Don't forget to fill your stockings with Idaho wine and wine merch

### **Financial Report**

Smith presented the current financials to the Board.

Tax Commission update:

- Roger, Moya and Brenna met with Tax Commission on August 27th
- Hops Distribution to us at \$48,386.93
  - They have taken this all back
- Revised form to ensure people fill out Idaho Line
- Still an issue because 2024 fiscal is \$41,196 less than 2023 fiscal year

CD Update

- CD's mature October 4th, 2024
- IWC needs to renew \$250,000 broken into two \$100,000 and one \$50,000 CD
- This will keep us insured for that amount of money
- Roll the extra \$50,000 into the IWC savings account
- Motion needed to approve

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

Sanborn moved to approve the renewal of \$250,000 in CD's and to move \$50,000 into the Idaho Wine Commission savings account. Seconded. Motion carries.

## **Discussion**

- Next Board Meeting / Grant Ideas / Audit
  - November 21, 2024 at 10am at Famici Wine Co.
- Board gave updates on harvest.
- Julie Pond from Northwest Center For Small Fruits reminded the Board about the upcoming conference.

Sanborn moved to adjourn the meeting at 10:23am. Seconded. Motion carried.

Respectfully Submitted,  
Juls Germain  
Idaho Wine Commission