



Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | November 21st, 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: James Nederend, Koenig Vineyards/SCORIA; Will Wetmore, VEER Wine Project; Jay Hawkins, Lanae Ridge Vineyard

Board members present via Zoom: Melissa Sanborn, Colter's Creek Winery; Martin Fujishin, Fujishin Family Cellars

Idaho Wine Commission staff present: Moya Dolsby, Juls Germain, Brenna Smith, Ashlee Struble, Naomi Baltzan

Others present via Zoom: Mike Prout, Dude DeWalt Cellars; Chris Serra, LIVE: Sheila Francis, Idaho Brewers United; Isabelle Tobe LIVE; Tim Harless, Hat Ranch; Jeremy Pisca, Idaho Distributors Association; Olivia Fleming; LIVE

Others Present: Roger Batt, Legislative Educator; Jim Thomssen; Julie Pond, Northwest Center for Small Fruit; Tammie Holcomb, FARE Idaho; Jake Cragin, Skyline Vineyards; Mike Williamson, Williamson Vineyards; John Russell, Zwygart John & Associates CPAs, PLLC; Mary Alger, Huston Vineyards; Janet and CJ Northrup, Famici Family Wine Co.; Sydney Nederend, SCORIA; Ron Bitner, Bitner Vineyards; Heather Dunning, Dunning Estates; Patrick Williamson, Williamson Vineyards.

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 September 19th, 2024

Next Board Meeting: January 9th, 2025 at 10:00 AM (MST) | Split Rail Winery | 3200 W. Chinden Blvd, Garden City, ID 83714

With no need for discussion, Hawkins moved to approve the minutes from the September 19th, 2024 Board Meeting. Seconded. Motion carries.

LIVE Presentation - Chris Serra, Executive Director, LIVE

- 3rd party certification for sustainability
- Washington and Idaho
- Went over the logistics of an offer from Salmon Safe; they are partnering with LIVE
- Any vineyard in Idaho, including current LIVE members, can have free membership next year for the entire year
 - you have to go through 2 year certification process
 - you must submit reporting
 - you must go through and pass the inspection
 - free year of dues and inspection fees; approximately \$1000 in savings
 - currently, Bitner Vineyards and 3100 Cellars participate in the program
 - quality of the product goes up when you farm this way
 - you can enroll now, but inspections will not happen until spring

Audit Review - John Russell, CPA; Zwygart John & Associates CPAs, PLLC

- Review of the 2024 independent auditors report audit

With no need for discussion, Nederend moved to approve the 2024 Audit. Seconded. Motion carries.

IWC Team Update

Current Projects:

Education

- Scheduling 2025 Seminars
- Registration for the Tasting Room Field Trip begins Dec. 2nd, 2024

Marketing

- Best Case Scenario
- New Video Project
- Planning Winter Campaigns

Grant Application

- Strategizing for upcoming Grant application

Moya Dolsby

- Meetings/Travel – 40%
- Communications – 30%
- Staff Management – 10%
- Project Management – 10%
 - Action Planning
 - Legislation
 - Media Tours
 - Vineyard/Winery Education

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- Grant Projects
- *IWC Events - 5%*
 - Savor Idaho
- *HR/ Finance - 5%*

Brenna Smith

- **Finance - 65%**
 - Grant Management
 - Quarterly Ledgers
 - Yearly/Final Reports
 - Audit Management
 - Tax Commission Issue
 - Monthly Financials & Budget Management
 - QuickBooks Management
 - Bi-Weekly Payroll
 - Compiled board meeting financial packet
 - Training on the new ISDA Grant System
- **Operations/HR - 15%**
 - Document Management
 - Office Move Logistics
 - Legislative Visit
- **Marketing / PR - 5%**
 - Fahlgren Mortine Meetings
 - Video Shoot
 - Shipping BCS to Media
- **Education - 10%**
 - Annual Meeting Planning
 - Seminar Planning
- **Community Engagement - 5%**
 - Coiled Fall Release

Landry turned 1! Halloween fun!

Ashlee Struble

- **Marketing/PR - 60%**
 - Website Updates
 - Hubspot Management
 - Social Media
 - Approval of Posts
 - Savor Idaho 2025 logistics
 - Savor Idaho 2025 Sponsorships
 - FM Status Meetings
 - Glide On Grove call out

- *Best Case Scenario Wine*
- *NYC Media Mission Wine*
- *Industry emails*
- *he Juice*
- *Stand Alone Emails*
- **Education – 20%**
 - *Confirming 2025 Educational Seminars*
 - *1st Seminar for 2025 Email*
 - *Tasting Room 101*
 - *Pour it out logistics for 2025*
 - *Attended November Pour It Out*
 - *Annual Meeting logistics*
 - *Annual Meeting Sponsorships*
- **IWC Events – 10%**
 - *Savor Idaho*
 - *2025 event logistics*
- **Community Engagement - 10%**
 - *PAWS meetings and Popcorn afternoon for the students*
 - *Visit Garden City Committee Meeting*
 - *Board Meeting*

Enjoying live music, had a “spooky” Halloween, upcoming Thanksgiving holiday with my family in Minnesota

Juls Germain

- **Grants - 20%**
 - *Planning / Management*
 - *Training on Amplifund system*
 - *Grant Ledger submission for COVID grants*
- **Commission Meetings Management - 20%**
 - *Meeting Agendas & minutes*
 - *PowerPoint Presentation*
 - *Scheduling of all meetings*
 - *Idaho State Code Compliance*
- **Legislation - 20%**
 - *Organized and attended Senator Crapo's staff visit*
 - *Working with Roger Murray on an Industry letter to Senator Crapo*
- **Blog -20%**
 - *Ongoing*

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- **Marketing / PR - 5 %**
 - Taste of Downtown
 - Wine Tour with Scott Laird
 - Managed video shoots
 - Pour it Out
 - Best Case Scenario
 - Dude DeWalt Sparkling Release
 - Cinder Fall release
 - Coiled Fall Release
 - Proletariat 1 year anniversary
- **Education - 5%**
 - Tasting Room Field Trip Planning
 - Weather Stations
 - Education seminar planning
 - Women's Leadership Conference
- **Community Engagement - 5%**
 - Walking Wine Tour for ICORT
 - Caldwell / Nampa Agri-business Committee
 - Ag Social Media Committee
 - Boise Chamber Food and Ag Board
- **Office Management - 5%**
 - Fulfilled Donation Requests
 - *Managed office move with Brenna*

Family in town; Sophie as Johnny Appleseed

Naomi Baltzan

- I graduate from Boise State in December!
- I am majoring in Integrated Media and Strategic communication with a minor in Visual Arts.
- I grew up in Park City, UT and love skiing, hiking and camping.
- I hope to pursue a career in social media/ public relations and event planning in Boise.
- **Goals:**
 - Create collateral and content on canva- save the date, Savor Idaho, Annual meeting, Tasting room field trip
 - Attend meetings and networking events
 - Improve design skills/ attend events / assist the IWC team
- **Current projects:**
 - "10 Ways to gift Idaho wine"
 - 2024 IWC highlights
 - Holiday events

Complete my internship at IWC

Legislative Report - Roger Batt

Roger Batt Report:

- Roger has drafted a definition of "Idaho wine" pursuant to a request by the Idaho Tax Commission. The Tax Commission asked for clarity on this when allocating the Idaho wine excise tax based on the sale of "Idaho wine." Roger has reached out to the Governor's Office to review the definition and seek approval prior to the 2025 Session.
- HB 608: Agriculture protection areas (APA); discussed zoning ordinances in Canyon County
- Provide a financial incentive for people who designate their land at an APA
- During the 2025 Session Roger will also be working with members of the Joint Finance and Appropriations Committee to ask for support for the full-time Extension person at the Parma Research & Extension Center. This full-time person is currently included in the University of Idaho's CALS budget. House and Senate Leadership elections and committee appointments will take place the first part of December.

IWC Legislative Report

Parma Extension Viticulture Specialist

- Racheal Bickerton from the University of Idaho is currently working with the Legislature regarding the full-time research position in CALS for a viticulture specialist.
- Provided information to her for her report, including year in review, economic impact report, varietal fact sheets etc.
- Working with her and Roger on strategies for the 2025 Legislative session
- Jake Cragin volunteered to be involved prior to exiting the Board and has been kept up to date
- Any other Board Members want to be involved?

Senator Crapo Staff Visit to Dude DeWalt Cellars, Tuesday, October 29th

- In attendance:
 - Juls and Brenna
 - Tony Snodderly, Senator Crapo's State Agriculture Director
 - Parker Harrell, Senator Crapo's Regional Director for Southwest Idaho
 - Bob Sonnichsen, State Director
 - Roger Murray, Senior Policy Advisor from Akin Gump Strauss Hauer & Feld LLP
 - Richard Coppola (via zoom), Policy Advisor from Akin Gump Strauss Hauer & Feld LLP
 - Josh McDonald, (via zoom), Washington Wine Institute
 - Trae Buchert, Owner, Dude DeWalt Cellars
 - Mike Prout, Winemaker, Dude DeWalt Cellars
 - Korina Bennellack, General Manager, Dude DeWalt Cellars

- James Nederend, Koenig / SCORIA & IWC Board of Directors Chair
- Jay Hawkins, Lanae Ridge & IWC Board Member
- Andy Mitchell, Hayden Beverage
- Brad Cowen - Craig Stein Beverage
- Drafting state of the industry letter to Senator Crapo for industry to sign per suggestion by Roger Murray

Education Report

Boot Camp

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

Pour It Out Series - November 4th, 2024

- Hosted by Famici Wine Co.
- ATTENDANCE: 17 with 2 from Idaho Wine Commission

Tasting Room Field Trip - April 29th - May 1st, 2025

- Arrival day: Reception in the evening at Waterbrook
- Day 1: Hoquetus Wine Co.; Dunham Cellars; Echolands Winery Tasting Room; L'Ecole Winery
- Day 2: College Cellars with Martin Fujishin
- Hotel Accommodations at The Finch
 - Room block secured, Grant will cover lodging

Educational Seminars

- Planning in progress
 - Confirmed for January 2025
 - Tasting Room 101 with Kat House
 - Vine Training Round Table & Vineyard Visits with Kade Casciato

Marketing / PR Report

Savor Idaho June 8, 2025 | 15th Anniversary

- 1 Wave + VIP hour
- Moving up into the Idaho Botanical Garden

Media Visit/Opportunities

- NYC Media Mission
 - Moya attended with F/M and Visit Boise
- Best Case Scenario
 - Sent first round of wine
- Scott Laird - Fodors
 - Toured with Snake River Wine Tours to SCORIA, Hat Ranch, Koenig, Sawtooth
 - Positive feedback from Scott about Idaho wine industry

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Additional Marketing/PR

- Cider Fact Sheet created
- Idaho Wine Varietal Fact Sheet created
- Tempranillo video created and Riesling video created
- Food and wine pairing video created

Glide On Grove

- Downtown Boise Association
- December 20th, 2024
- Telaya Wine Co, Veer Wine Project and Koenig Vineyards
- Tastings and sell bottles to go for home consumption

10 Ways to Gift Idaho Wine Project

- Lead: Naomi
 1. Savor Idaho Ticket Giveaway
 2. Pair Idaho Wine with Hip Pop Hooray
 3. Gift Smaller Wine Subscriptions at wineries
 4. Gift a fireside 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

Whole Foods Market - Wineries can submit their wines for consideration at any time!

- Wooden structures that are separate from the shelf assortment and placed adjacent to the wine department feature mandated 15-20 local wine SKUs that do not have a permanent shelf placement. Assortment rotates quarterly.
 - Volume is 1 case minimum per SKU, per store.
 - The initial case is auto-shipped to their stores.
 - Stores will reorder throughout the quarter by 1cs as it sells through.
- Only wines not already in Core Planograms, as indicated on the AWAS (All Wines All Stores).
- Signage says "Vineyard Finds"
- Please note that the Local Barge Submissions are considered outside of Global New Item Submissions and can be submitted at any time.
- Wines must be made from local grapes produced in the state that it will be sold in.
 - This is a quarterly additional program happening at WFM
 - Ashlee is in contact with the contact who runs the program
 - If you have any questions, please email Ashlee

Financial Report

Smith presented the current financials to the Board.

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

Wine Bucks for assessment paying members:

- In an effort to thank assessment paying industry members for their continued support and in order to retain members, the IWC would like to give out Wine Bucks.
 - Wine Bucks would entitle assessment-paying members to a specific dollar amount off of registrations for Annual Meeting, Tasting Room Field Trip, and any other educational opportunities
 - The dollar amount will be based on the assessment amount paid by the member

Discussion

- Harvest final report
 - great growing season with grapes ripening early
 - grapes were of great quality
 - some growers had damage from frost that affected tonnage
 - growers reported harvest went well and smoothly in comparison to other years
- Grant Ideas
 - review of all marketing and education grant ideas
 - Board approved ideas and industry provided input
 - the grant focus needs to be a campaign to educate the consumer what Idaho wine is and what AVA's are
 - Idaho pride needs to be focused on; pull stats from competitions to do comparisons; need to focus on Idaho prestige; local competition beating regional competition and the prestige that comes with that
- Idaho fruit discussion
 - Nederend: using Idaho fruit versus out of state fruit; it's a concern amongst growers; too many grapes all over and people are drinking less; what is special about Idaho wine - selling Idaho wines to Idahoans; need to find out why from the industry people continue to purchase grapes from out of state; what can we do better? Is it a varietal issue or quality issue
 - Fujishin: huge issue everywhere; something that will need to be dealt with for the next 5 to 7 years; costs a lot to make wine in Idaho; no longer a low cost producer; value proposition; raise the value proposition with Idaho consumers because it's a local product; not a quality problem, it's a consumption problem

- Cragin: many wineries that buy out of state are using it as a supplement to the Idaho wine they make; distance issue - closer to WA; extra fruit is because of dropped contracts like Gallo and Ste. Michelle
- Dolsby: excess amount of grapes throughout the entire country; we need to encourage wineries to purchase Idaho fruit to make Idaho wine

Nederend moved to adjourn the meeting at 12:12 pm. Seconded. Motion carried.

Respectfully Submitted,
Julianne Germain
Idaho Wine Commission