



Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | January 9th, 2025

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: Martin Fujishin, Fujishin Family Cellars; Mark Pasculli, Rolling Hills Vineyards

Idaho Wine Commission staff present: Moya Dolsby, Juls Germain, Ashlee Struble

Idaho Wine Commission staff present via Zoom: Brenna Smith

Others present via Zoom: Jake Cragin, Skyline Vineyards

Others Present: Mary Alger, Huston Vineyards; Mona Warchol, Executive Director, Sunnyslope Wine Trail Association; Nollie Hawes and Susan Bruns, Fahlgren Mortine; Amanda Ryan, Boise State University; Rachael Bickerton, University of Idaho

Call To Order

Dolsby called the meeting to order at 10:02 AM. Dolsby welcomed everyone to the January Board meeting and went over the open meeting law.

Approval of Minutes

Dolsby presented the following meeting minutes:

- Board Meeting November 21st, 2024

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

Next Board Meeting: March 27th, 2025 at 10:00 AM (MST) | Dude DeWalt Cellars| 5446 ID-16, Eagle, ID 83616

Boise State University Presentation, Amanda Ryan, Director Beer and Wine, Associate Dean College of Innovation - Wine Education Program

- Went over the beer and wine classes now being offered at BSU
- Currently built as an online class
- Certificate at end of each class
- Proposal going to the State Board for review will include an opportunity for an internship at a vineyard or winery
- Classes open to anyone over the age of 21

University of Idaho Presentation, Rachael Bickerton, Director Government and External Relations - Parma Viticulturist Position

- Presented slides on CALS budget for Parma Viticulturist Position
- Explained budget for position
- Discussed meeting with JFAC and IWC document about education from outside of the state of Idaho

Fahlgren Mortine Marketing Update

- Discussed 2024 marketing metrics
- Discussed media missions
- Discussed 2024 grant / marketing projects
- Discussed upcoming projects for 2025 including The Year Of Tempranillo

IWC Team Update

Current Projects:

Education

- Promotion of all upcoming seminars
- Annual Meeting logistics

Marketing

- Winter Wine Weekends
- Finalizing Year In Review Document

Grant Application

- Strategizing for upcoming Grant application

IWC team members provided an update on individual workloads.

Legislative Report - Roger Batt

2025 Legislative Session

- Begins January 6th, 2025

- [View Committees and Members here](#)

Parma Extension Viticulturist Update

- Roger Batt met with Rachael Bickerton regarding the position
- University of Idaho is asking for \$157,900 of their budget to be dedicated to this position; Dean Parrella will present the budget on February 10th
- Rachael and Roger both followed up with Juls and Moya
- Roger will set up a meeting with the Joint Financial Appropriations Committee (JFAC) Chairs and Co - Chairs before February 10th; IWC attendance will be crucial
- Germain is working on a document capturing the need for this position using data showing industry growth, economic impact and how often we seek education from outside the state

Hill Day

- Will be scheduled for presentation to House and Senate Agriculture Committees will be scheduled for February date
- Will need Board member attendance
 - Board member for the Senate Session in the morning
 - Board member for the House Session in the afternoon

Meeting with Jeremy Pisca

- Dolsby and Germain met with Jeremy Pisca to discuss current happenings in both the wine and beer industries.

FARE Idaho Legislative Affairs Committee (FILAC)

- IWC is now a voting member of the Committee
- Germain has applied for the Secretary position on the Board of Directors
- Field To Fork Legislative Reception
 - Wednesday, February 18th, 2025, 4pm to 7pm at the Basque Center
 - Co-hosted by IWC
 - The entire Legislature has been invited

Food Producers Meeting

- First meeting held on December 18th
- Dolsby and Germain will attend all meetings during the Legislative Session
- Updates will be provided to the industry regularly via industry email

Roger Batt

The 2025 Legislative Session will begin on Monday, January 6 followed by Governor Little's State of the State and Budget address. There are some new faces in the House and Senate. This provides an excellent opportunity to help educate these folks about our industry and its importance. Part of our education and outreach this Session to the Legislature will be giving our annual industry presentations to the Senate and House Agricultural Affairs Committees.

During the 2025 Session I will be working with members of the Joint Finance and Appropriations Committee to ask for support for a 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. The funding for this position is critical in order to establish a viticulturist at the Parma station - someone local who can help the industry.

Education Report

Pour It Out Series - February 10th, 2025

- Hosted by Coiled Wines

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

- Field trip sold out in 1 week
- Waitlist started

Educational Seminars

- **January 13th, 2025** - Idaho Wines 101 - Tasting Room Staff education on history, regions, avas, varietals with Kat House
- **January 15th and 16th, 2025** - Vine Training Round Table + Vineyard Visits with Kade Casciato
- **January 27th and 28th, 2025** - Pruning Consultations with Brooke Robertson
- **February 3rd, 2025** - Vineyard Irrigation & Grapevine Cold Injury - Seminar led by Dr. Marcus Keller with WSU
- **February 10th, 2025** - Smoke Impact: Lab Tests, Mitigation and Remediation with ETS and Tim Donahue
- **February 10th, 2025** - Pour It Out: Idaho Wine Industry Unplugged

Annual Meeting - February 25th, 2025

- Registration open
- Riverside Hotel in Garden City

Marketing / PR Report

Savor Idaho June 8, 2025 | 15th Anniversary

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

Media Visit/Opportunities

- Huffington Post article written by Caroline Bologna December 8th, 2024
 - Result of 2024 NYC Media Mission with Visit Boise (attended media dinner)
- Forbes article written by Cathy Huyghe, November 19th, 2024
 - Result of Best Case Scenario 2024

Additional Marketing/PR

- Cider Fact Sheet created
- Idaho Wine Varietal Fact Sheet created

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- Tempranillo video created and Riesling video created
- Food and wine pairing video created
- Glide On Grove - December 20th, 2024
 - Telaya Wine Co, Veer Wine Project and Koenig Vineyards
 - Tastings and sell bottles to go for home consumption
- Destination: Beer
- UNIFIED - January 2025 - Idaho will be represented at Regional Tasting
- Media Highlights locally and from the Best Case Scenario

Financial Report

Smith presented the current financials to the Board.

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

Hawkins moved to add Mark Pasculli as a bank card signer. Seconded. Motion carries.

Discussion

- Year in Review
 - Talk more about the field trip and show pictures
 - Talk about the educators we bring here to Idaho
 - Highlight Wine Folly

Hawkins moved to adjourn the meeting at 11:23 am. Seconded. Motion carried.

Respectfully Submitted,
Julianne Germain
Idaho Wine Commission