



Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | March 27th, 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: Mark Pasculli, Rolling Hills Vineyards; Will Wetmore, VEER Wine Project; Jay Hawkins, Lanae Ridge Vineyard

Board members present via Zoom: Martin Fujishin, Fujishin Family Cellars

Board members absent: James Nederend, Koenig Vineyards/SCORIA (IWC staff and Board were aware that James Nederend was not going to be present at the meeting)

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

Others present via Zoom: Julie Pond, Northwest Center for Small Fruit; Roger Batt, Legislative Educator; Josh Larson, Rivaura; Drake Kuykendall, Free Dog Wines

Others Present: Travis Palmer, President, CEO, Executive Director, Caldwell Chamber of Commerce; Kathy Attebery, Events Manager, Caldwell Chamber of Commerce; Trae Buchert, Dude DeWalt Cellars

Call To Order

Dolsby called the meeting to order at 10:05 am. Dolsby welcomed everyone to the March Board meeting and reviewed the open meeting law.

Approval of Minutes

Dolsby presented the following meeting minutes:

- Board Meeting January 9th, 2025

Hawkins moved to approve the minutes from the January 9th, 2025 Board Meeting. Seconded. Motion carries.

Presentation: Caldwell Chamber of Commerce - Travis Palmer, President, CEO; Executive Director Kathy Attebery, Events Manager

- Presented information on the Chamber of Commerce and all of the changes that have occurred in the past few years
- Would like to partner with the IWC and with wineries to promote tourism in Caldwell
- Would like to bring Roger Brooks back and continue his vision
- Working on legislation to help local businesses
- Government affairs committee has been revamped
- Members of the Idaho Chamber Alliance
- Working with local restaurants to get Idaho wine served in their establishments
- Hotel has been approved to be built in Caldwell
- Would be willing to create a special membership rate for Idaho wineries
- Need more people for their ambassador program and would like to have representation from the wine industry
- Wineries can put their marketing collateral at the visitor center

IWC Team Update

Current Projects:

Education

- Promotion of all upcoming seminars
- Tasting Room Field Trip final logistics

Marketing

- Savor Idaho planning
- Year of Tempranillo planning

Grant Application

- Submitted for 2025

Legislative Session

- Continues - almost to the end

IWC team members provided an update on individual workloads.

Legislative Report - IWC should we move roger's report under this?

2025 Legislative Session

- Session wrapping up
- Regular attendance at Food Producers Meetings and Idaho Workforce and Immigration Coalition

Parma Extension Viticulturist Update

- Position was denied by JFAC
- Hope to put it back on the table next session
- Juls Germain, James Nederend and Jake Cragin met with Senator Kevin Cook; key takeaways from meeting:
 - Reason for denial was to allocate money to the University of Idaho's (U of I) Center for Agriculture, Food and the Environment (CAFE) program
 - Stated U of I had two "big asks" on their budget and they could only grant one

- Suggested a vineyard tour with JFAC members; he is very interested in attending during harvest

Hill Day

- Successful day
- House Presentation: Moya Dolsby, James Nederend, Roger Batt
- Senate Presentation: Moya Dolsby, Jay Hawkins, Melanie Krause, Roger Batt

FARE Idaho Legislative Reception and Field to Fork

- Both successful events
- Rolling Hills and VEER Wine Project both poured at the Legislative Reception
- Wineries at Field to Fork: Rolling Hills, VEER Wine Project, Huston Vineyards, Telaya Wine Co., Indian Creek Winery, Vizcaya, Meriweather Cider

ISDA AG Day at the Capitol

- Well attended by both consumers and Legislators
- Consumers and Capitol staff were excited about the 2 for 1 tasting coupons for Rolling Hills - thank you Mark
- Consider doing this event every other year, as it is not consumer-facing and is very agriculture-driven

Paid Assessments as of 3/17/25

- 3100 Cellars
- Buckhorn Vineyards
- Cinder Wines
- Clearwater Canyon Cellars
- Cuesta Sol Vineyard & Winery
- Dude DeWalt Cellars
- Dunning Estates
- Finca Besada Vineyard
- Fraser Vineyard
- Hells Canyon Winery & Vineyards
- Indian Creek Winery/Stowe Vineyard
- Kludt Williams Family Winery
- Koenig Vineyards
- Lanae Ridge Vineyard
- Legacy Vineyards
- Lindsay Creek Vineyards
- Owyhee Vista Vineyards
- Proletariat
- Rolling Hills Vineyard
- SCORIA
- Split Rail Winery

- Van Patten Cellars
- Vizcaya Winery
- Windy Ridge Estate Vineyard
- Williamson Vineyards

Legislative Report

Roger Batt

The 2025 Legislative Session continues to roll along. There is speculation that the Session will go into the first week of April. The Joint Finance and Appropriations Committee continues to set budgets. One of those budgets set last week was for the Idaho Department of Water Resources. Included in the IDWR budget was a \$30 million ongoing funding line item to support statewide water infrastructure and recharge. All of the regional and statewide water organizations supported this effort. The budget passed out of JFAC 15-5.

The Idaho Grape and Wine Commission successfully gave its annual presentation to the Senate and House Agricultural Affairs Committees. During those presentations, we specifically mentioned the need for a viticulturist at the Parma Research and Extension Center. During the Session the Commission worked with the U of I CALS folks to try to get this position approved through JFAC. A couple of weeks ago JFAC did not vote to support the new position. Some of the reasons included it being a very tight year for funds, the need to support the CAFE budget for the U of I (the University had to choose which budget to support), and some not agreeing with Wine being produced in Idaho. The good news is we have another year to host tours, educate about the industry, and help line things up for the 2026 Session.

S1133aaS passed the Senate last Friday. This legislation fixes some issues in the Agricultural Protection Area Act as a result of County ordinances that were passed in 2024 that restrict farmers from being able to apply for an APA. The Commission is one of the supporters of this Legislation. We anticipate a hearing on Thursday of this week in the House Local Government Committee.

S1033 regarding amendments to Idaho's Right to Farm Act is currently on the 3rd Reading calendar on the House Floor. This Legislation requires attorney's fees to go to a farming operation if someone files a frivolous case. It also sets up penalties for people who continue to harass farming operations with nuisance claims if those nuisance claims are not valid. The Commission is one of the supporters of this Legislation.

S1150 Water Bill - drip irrigation on a farm, small infrastructure on a farm, growers can apply for funding through local water conservation district; additional one million dollars for this currently.

Education Report

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

- 32 people signed up
- Finalizing details

Educational Seminars

- Tasting Room 101 Seminar with Kat House
 - January 13th, 2025 - Hosted by Cinder Wines
 - 44 attendees
- Vineyard Irrigation & Grapevine Cold Injury with Markus Keller
 - February 3rd, 2025 - Hosted by Koenig Vineyards
 - 15 attendees
- Smoke Taint Seminar with Tim Donahue and ETS
 - February 10th, 2025 - Hosted by Split Rail Winery
 - 12 attendees
- Pour It Out Series
 - February 10th, 2025 - Hosted by Coiled
 - 16 attendees
- Bee Seminar - VIRTUAL Seminar with Pollinator Partnership
 - February 11th, 2025
 - 6 attendees
- WISE - VIRTUAL - DTC Management Workshop
 - February 18th, 2025
 - 15 attendees
- Canopy Management Revisited - Stan Grant
 - March 4th, 2025 - Hosted by Williamson
 - 19 attendees

Upcoming:

- March 24th - Tasting Room 201 with Kat House
- March 31st - Boise Police Department
- April 14th - Social Media 201 with Sonnay Alvarez
- April 22nd - Water Management Seminar
- April 28th - Pruning with Brooke Robertson
- May 5th - VIRTUAL Tasting Room Consultant Seminar
- May 12th - BSU Seminar - Building a Culture of Accountability
- May 13th - Weather Station
- May 19th - Climate Change Seminar
- June 2nd - BSU Seminar - Public Speaking
- June 9th - 11th - Tony Domingos in Southwest Idaho

Annual Meeting - February 25th, 2025

- 76 tickets sold via Eventbrite
- 146 attendees including all paid and exhibitors
- Survey went out and collecting responses
- Date held for 2026 - February 24th, 2026
- Feedback from Board:
 - No report from the IWC
 - More time for networking
 - More focus on the marketing side to make wine industry grow
 - Sensory tasting for viticulture side is not necessary; discussed different approaches

- Too long of a day but still keep one day only
- Shift the meeting towards sales and marketing
- Suggested to do one Northwest regional annual meeting

Marketing / PR Report

Savor Idaho June 8, 2025

- Tickets on Sale
- Emails going out weekly
- Idaho Botanical Garden
- 2025 Glass Sponsor D.L. Evans
- 2025 Savor Idaho Candle inspired by the Year of Tempranillo
 - Created by Idaho Candle Company
- LIVE music confirmed Red Light Challenge
 - Sponsored by Dude DeWalt Cellars
- Current Ticket Sales As Of: March 17th, 2025
 - GA - 180
 - VIP - 136
 - Reserved Tables - 16/16
 - Charcuterie Boards - 37 sold

Idaho Wine and Cider Month

- New banners ordered for Lewiston
 - Lewiston banner application completed

Year of Tempranillo

- Video made and on the home page of our website
- FM created a graphic
- FM created a shelf sticker
- Wine to be highlighted at Savor Idaho
- Wine tastings at local wine shops
- Booth at Jaialdi
 - Rolling Hills Vineyard
 - Fujishin Estate Winery

Media Visit/Opportunities

- Katherine McMahon
 - Scheduled to come to SW Idaho twice but canceled
 - supposed to be a partnership with SWITA
 - We paid \$1,500 each and also requested our funds back

Additional Marketing/PR

- Winter Wine Weekends campaign completed
 - survey sent out
 - gathering pictures from wineries
- FIFA World Cup 2026
 - Will take place in Seattle
 - Met with Senator Kevin Cook, Visit Boise, Idaho Tourism
 - Everyone on board to market this event and maximize coverage for the Boise area

- Senator Cook invited IWC to the meeting because he wants us to be a part of it all

Financial Report

Dolsby presented the current financials to the Board.

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

The Board would like to do a longer Board meeting in May to discuss the budget.

Discussed renewal of CD for a 6 month term at the current interest rates of 4.8% APY/4.72% APR.

Hawkins moved to approve the renewal of the CD's for another 6 month term at the current interest rates. Seconded. Motion carries.

Discussion

- Wine donations from Board for BACON at Savor Idaho
 - 4 bottles from each winery
- Motion needed to approve the following scholarship applications
 - \$5,995 to Emma Davidson for the Enology Certificate Program at Washington State University.
 - \$399 to Melisa Blackwell for WSET Level 1 course registration
 - \$399 to Alysa Beauchamp for WSET Level 1 course

Hawkins moved to award a \$500 scholarship to Emma Davidson; a \$399 scholarship to Melisa Blackwell; a \$399 scholarship to Alysa Beauchamp. Seconded. Motion carries.

Hawkins moved to adjourn the meeting at 11:21 am. Seconded. Motion carries.

Respectfully Submitted,
Julianne Germain
Idaho Wine Commission