



Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | July 1st., 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; Mark Pasculli, Rolling Hills Vineyards

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

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

Others present via Zoom: Roger Batt, Legislative Educator for IWC

Others Present: Karlee May, Karlee May Professional Services

Call To Order

Dolsby called the meeting to order at 9:02 am. Dolsby welcomed everyone to the July Board meeting and reviewed the open meeting law.

Approval of Minutes

Dolsby presented the following meeting minutes:

- Board meeting May 15th, 2025
- Board meeting executive session May 15th, 2025

Hawkins moved to approve the minutes from the May 15th, 2025 Board Meeting. Seconded. Motion carries.

Wetmore moved to approve the executive meeting minutes from the May 15th, 2025 Board meeting. Seconded. Motion carries.

Grant Report: Germain presented the grant report to the Board

Financial Report

Dolsby presented the current financials to the Board.

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

Legislative Report - IWC

2025 Legislator Boot Camp

- Skyline is on board for tour
- Tour of Parma Extension Campus
- FARE Idaho is sponsoring lunch
- Meeting with Roger Batt and Rachael Bickerton from the University of Idaho is scheduled for July 8th
- Date TBD but shooting for late August

Chamber Agribusiness Committee - Local Elected Officials and Media Tour

- IWC in charge of coordinating luncheon (IWC not sponsoring)
- Koenig Vineyards confirmed for lunch and vineyard tour
- James Nederend and Jake Cragin confirmed to speak
- Date confirmed: Wednesday, September 17th, 2025
- IWC sponsoring \$500

EPA Tour - Sugarbeet Association

- Samanth Parrot with the Snake River Sugarbeet Growers Association asked for winery / vineyard participation
- Fujishin confirmed to be site for lunch and vineyard tour (IWC not sponsoring lunch)
- IWC sponsoring \$500

Definition of Idaho Wine

- IWC has been in contact with Hayden Rogers from the Governor's office regarding beginning the EALS process to change the definition of Idaho Wine
- Suggestion from the Board: Idaho wine means wine sold by a licensed Idaho winery regardless of where it was manufactured, bottled or the fruit origin,
- Legislators asking for state agencies to cut their budget by 2 to 6%

Tax Commission Update

- Moya Dolsby and Juls Germain met with the Tax Commission and their attorney on June 3rd, 2025
- IWC Attorney Karen Sheehan was present at the meeting
- Went over MOU between the IWC and the Tax Commission
- Discussed audits

IWC Team Update

Current Projects:

Education

- Boot Camp logistics

Marketing

- Year of Tempranillo planning

Legislative Session

- Beginning stages of planning the legislative Boot Camp

IWC team members provided an update on individual workloads.

Education Report

Educational Seminars

- May 12th - BSU Seminar - Building a Culture of Accountability
 - Attendance: 7
 - Many last-minute cancellations
- May 19th - Climate Change Seminar
 - Hosted by Cinder Wines
 - Attendance: 5
- May 19th - Pour It Out Series Meeting
 - Hosted by Cinder Wines
 - Attendance: 7
- May 27th - Round Table With Kade Casciato
 - Hosted by HAT Ranch Winery
 - Attendance: 17
- June 2nd - BSU Seminar - Public Speaking - **Cancelled**
- June 18th - Kade Casciato in North Idaho
 - Vineyard Visits
 - Clearwater Canyon Cellars
 - Rivaura
- June 23rd and 24th - Tony Domingos in Southwest Idaho
 - 1 pesticide credit will be given
 - Hosted by HAT Ranch Winery
- Suggestions from Board
 - Patty Skinkus - vine nutrition
 - Dr. Michelle Moyer - root stalk

Annual Meeting - February 25th, 2025

- Date held for 2026 - February 24th, 2026
- Ashlee and Juls met with Boise Centre (new location)
- More information to come

Idaho Wine and Cider Competition

- 16th Annual
- Hosted by Koenig Vineyards
- Best of show / Best red wine / Best Cabernet Sauvignon / double gold medal
 - Devil's Bedstead 2020 Fraser Vineyard Estate Cabernet Sauvignon, Snake River Valley
- Additional Competition Highlights: *The sweepstakes for the 2025 Idaho Wine and Cider Competition featured the Meriwether Cider Co. NV Uncharted Imperial Cider, Dude*

DeWalt Cellars 2021 Touriga Nacional Dessert Wine, Parma Ridge Winery 2024 Dry Gewürztraminer, Devil's Bedstead 2020 Fraser Vineyard Estate Cabernet Sauvignon, Huston Vineyards 2023 Huston Estate Vineyard Sparkling Grüner Veltliner and the Telaya Wine Co. 2024 Rosé.

Marketing / PR Report

Savor Idaho June 8, 2025

- VIP (200 tickets) sold out
- Reserved Tables (16) sold out
- 2025 Glass Sponsor D.L. Evans - Would like to secure for 2026
- 2025 Savor Idaho Candle inspired by the Year of Tempranillo
 - Created by Idaho Candle Company
- LIVE music by Red Light Challenge - Sponsored by Mom Jeans
- **Final Ticket Sales**
 - GA - 689/900
 - Charcuterie Boards - 93 sold
- ExtraMile social media promotion
 - Pair of tickets to Savor Idaho
 - Pair of tickets to one of their concerts
 - Winner was chosen
 - Social Media push the final week
- Karlee May presented a recap of Savor Idaho
- The Board liked having one wave for the event versus two
- The Board agreed to have wineries bring individual tents versus renting the larger tent from Event Rent
- The Board suggested wineries bringing only 2 wines to pour
- Discussed venue location
 - Suggested Meridian as a possible location
 - Suggested a location closer to the Greenbelt
- Savor Idaho 2026 will take place on June 7th, 2026; Board was in agreement
- The Board suggested looking for another ticket sales platform to avoid fees

Event sales breakdown



Understand where your sales are coming from. We'll only send you your online sales. Offline sales aren't included in your payout.

Gross sales	\$98,196.15
Eventbrite fees	\$12,381.15
Net sales	\$85,815.00
Online sales	\$85,815.00
Offline sales (not inc. in your payout)	\$0.00
Manual sales (not inc. in your payout)	\$0.00
Check	\$0.00

Idaho Wine and Cider Month

Next Board Meeting: Next Board Meeting: September 18, 2025 at 10:00 AM (MST) | Zoom Meeting

- New banners for Lewiston
 - 10 banners
- Checked into Banners for Nampa
 - *Not doing street banners as of now*
- Banners in Caldwell and in Downtown Boise
- McKenzie Joyner - stopping by two wineries (Urban)
 - Rolling Hills Vineyard (tasting room)
 - Laissez Faire (tasting room)
 - sprouting-vitality.com
 - Promoting on her social media channel month of June
 - *Final report to come*

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

Colorado Wine Competition

- Information sent out to industry to register
- IWC will pay \$25 per entry (up to 50 entries)
- Wineries Include (so far):
 - Dunning Estates
 - Huston Vineyards
 - Dude DeWalt Cellars

Sun Valley Brewfest

- June 21, 2025
- 11th Annual in Downtown Ketchum
- Highlighted: Proletariat, VEER Wine Project, Rolling Hills, Dude DeWalt, Laissez Faire Wine Co and Meriwether Cider
- Holesinsky was there as well with their IdaWater and wine
- Great turnout for the event and wine was very well received

Music On The Mountain - Bogus Basin

- Information was sent out to wineries to sign up
- Promote Year of Tempranillo
- One winery confirmed, but couldn't get 2-3 total

- Ended up canceling it

Media Visit/Opportunities

- Chasity Cooper visited Idaho - *is a writer and DipWSET Candidate wine culture expert who will be coming from Chicago to explore the Idaho wine scene.*
 - Snake River Wine Tours
 - Urban Wineries
 - 3100 Cellars
- Grant funded visit
- Received wine during the Best Case Scenario campaign
- June 24th - 27th, 2025

ExtraMile social media ticket giveaway/promotion

- More details coming soon / opportunities for wineries

Discussion

- Scholarship applicants
 - Emily Mason - Cedar Draw Cidery
 - Travel funds requested - \$500

Wetmore moved to award a \$500 scholarship to Emily Mason with Cedar Draw Cidery. Seconded. Motion carries.

- Strategic Plan Discussion
 - The Board is impressed with the education series and would like that to continue
 - Winemaker education would be encouraged
 - testing techniques
 - roundtable discussions
 - small winery topic suggestions from Tim Donahue
 - Get Idaho wine in front of consumers
 - Quarterly tastings in a winery with multiple wineries participating
 - Goal of the Wine Commission should be to engage new consumers
 - Ambassador program - train ambassadors to talk about Idaho wineries and educate consumers

Wetmore moved to adjourn the open meeting at 11:40 am. Seconded. Motion carries.

Respectfully Submitted,
Julianne Germain
Idaho Wine Commission