



---

Idaho Grape Growers & Wine Producers Commission  
Board of Directors Meeting | September 18th, 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 via Zoom:** James Nederend, Koenig Vineyards/SCORIA; Will Wetmore, VEER Wine Project; Jay Hawkins, Lanae Ridge Vineyard; Mark Pasculli, Rolling Hills Vineyards

**Board members absent:** Martin Fujishin, Fujishin Family Cellars

**Idaho Wine Commission staff present via Zoom:** Moya Dolsby, Juls Germain, Ashlee Struble, Riley Moreno

**Others present via Zoom:** Roger Batt, Legislative Educator for IWC; Sunnyslope Wine Trail; Northwest Berry Foundation; Julie Pond with Northwest Center for Small Fruits; Heather Dunning, Dunning Estates

**Call To Order**

Dolsby called the meeting to order at 10:02 am. Dolsby welcomed everyone to the September Board meeting and reviewed the open meeting law.

**Approval of Minutes**

Dolsby presented the following meeting minutes:

- July 2025 Board meeting
- August 2025 Special Board meeting

Pasculli moved to approve the minutes from the July 1st, 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.

Pasculli moved to split all existing bank CD's into \$50,000 CD's. Seconded. Motion Carries.

Wetmore moved to renew all bank CD's for another 6 months at 4.3% APY / 4.23% APR. Seconded. Motion carries.

Hawkins moved to cash out one \$50,000 bank CD. Seconded. Motion carries.

### **Legislative Report - IWC**

#### **2025 Legislator Boot Camp**

- Canceled due to low attendance

#### **Winery Land Use Meeting**

- Well attended
- Discussed the impact of Ada and Canyon County land use policies on wineries/tasting rooms
- Agreed to continue discussions and have subsequent meetings
- Roger Batt will be identifying Legislators who may be willing to run legislation to change the land use laws

#### **Camber Agribusiness Committee - Local Elected Officials and Media Tour**

- IWC in charge of coordinating the luncheon
- Koenig Vineyards confirmed for lunch and vineyard tour
- James Nederend and Jake Cragin confirmed to speak
- Date confirmed: Wednesday, September 17th, 2025
- IWC sponsored \$500

#### **EPA Tour - Sugarbeet Association**

- Samantha Parrot with the Snake River Sugarbeet Growers Association asked for winery/vineyard participation
- Lunch and vineyard tour at Fujishin
- IWC sponsored \$500
- Tour and lunch went very well with engaged participants

#### **Definition of Idaho Wine**

- Legislation was denied from moving forward
- Conversation with Tax Commission for follow-up
  - The Tax Commission agrees that a definition of Idaho wine will help with the distribution of funds but we all agreed that the current climate of the legislature, and the newly implemented 3% budget cuts for Executive Agencies, may have both been a huge factor in why our legislation was denied outright.
  - We, as a Commission, do not want to put a spotlight on ourselves and have our tax revenue come into question in any way, shape or form.

- We have made a ton of headway with the Tax Commission and are so close to having this MOU completed. The Tax Commission stated we can have more success with correcting the funds distribution with the tax form changes and the viewing of the tax forms themselves.
- Not pursuing legislation at this time and will continue working with the Tax Commission on the MOU

### **Tax Commission Update**

- Special Board meeting minutes submitted to Tax Commission to keep moving forward with MOU

### **Legislation Events Attended**

- Governor's Lunch at the Boise Centre (Juls)
- Governor's Cup in Sun Valley (Moya)
- WCSETF 2025 Smoke Summit (Virtual Jus)

### **Legislative Report**

**By Roger Batt, Legislative Advisor**

### **Tax Commission Form**

The Idaho Grape & Wine Commission submitted a proposal through the EALS process to add a new definition of "Idaho Wine" to the Idaho County Option Kitchen and Table Wine Act. The purpose of the proposal was to clarify what Idaho wine is, so that the Idaho State Tax Commission can better identify how to distribute Excise Tax funds to the Commission based on forms that are filled out by Idaho wineries. After further dialogue with the Governor's Office and Tax Commission, the Idaho Grape & Wine Commission will hold off on a Legislative solution to this issue and will instead continue its dialogue with the Tax Commission to work on an MOU and correct the form used for distributing funds.

### **2026 Legislative Agriculture Tour**

In 2026 the Commission will plan on participating as part of a larger agricultural tour to host Legislators and other elected officials to educate them about vineyard production. We anticipate the 2026 Tour to take place around mid-August along with tours of mint and seed production as well as water storage and delivery. Planning for the 2026 Legislative Ag Tour will begin in December and the Commission will help coordinate this event.

- Vineyard tour and lunch at a winery
- Asked for support from the commission - agreed
- 3rd week in August of 2026
- Entire legislature would be invited to attend
- James offered SCORIA as there is a mint field next door

## **Treasure Valley Water Supply Project**

The Treasure Valley Water Users Association and Water District 63 continue to partner on the Treasure Valley Water Supply Project. On June 30, 2022, there wasn't enough water in the Boise River to supply the demand below Caldwell. The only reason why Water District 63 was able to deliver water to five canal companies and several farmers was due to using Bureau of Reclamation Flow Augmentation water in the river. Looking at the water accounting they were short about 150 Cubic Feet Per Second (CFS) at that time. In 2023 we had two similar situations even though there was an ample water supply. For the past two years automation and data collection has been conducted on nine drains in the Valley. The data shows that we are about 163 CFS short in the return flows from the drains back to the Boise River compared to historical flow data. This shortfall is attributed to growth and changing irrigation practices. Phase II (2025-2026) will allow us to continue monitoring the drains and provide an analysis of what is actually going on through groundwater modeling. We then plan on implementing Phase III in 2027 to mitigate the issues that are out there, which should allow water managers to better manage the flows of the river and ensure that everyone continues to receive their irrigation water.

## **DOGE Task Force**

- 8 members
- 29th sept next meeting
- Batt will be calling chairman of the task force regarding recommendations from the Idaho Freedom Foundation
- Meeting in October of all commodity commissions to discuss issues surrounding recommendations

## **IWC Team Update**

### **Current Projects:**

#### Education

- Boot Camp logistics
- Annual Meeting planning

#### Marketing

- Year of Tempranillo planning

#### Legislative Session

- Tax Commission
- Legislative Tours

IWC team members provided an update on individual workloads.

## **Education Report**

### **Educational Seminars**

- Currently planning educational seminars for 2026

## **Annual Meeting - February 24th, 2026**

- Working on agenda

## **Idaho Wine and Cider Competition**

- Date held for: May 19th, 2026

## **Boot Camp 2025**

- September 22nd and 23rd, 2025
- Slow going with attendance
- Have requested the industry send contacts - no response
- Sponsors:
  - D.L. Evans Bank; Idaho Preferred; Destination Caldwell; University of Idaho | College of Agricultural and Life Sciences; Beehive Cheese
- Coco with Clearwater Canyon Cellars would like to have a Boot Camp in May 2026 for North Idaho
  - Thoughts?

## **Itinerary For Boot Camp**

Western Treasure Valley - Sunnyslope Tour Day:

- **9:30 AM - 10:30 AM** - Williamson Orchards and Vineyards - VINEYARD Visit - Meet in the parking lot of Koenig Vineyards
- **10:45 AM - 11:45 AM** - Devil's Bedstead Winery - *NEW WINERY*
- **12:00 PM - 1:30 PM** - Koenig Vineyards - Lunch and additional tasting by Rock Spur Vineyards and Winery (*NEW WINERY*) and Indian Creek Winery

Boise/Garden City Tour Day

- **9:00 AM - 10:15 AM** - Telaya Wine Co.
- **10:30 AM - 11:45 AM** - Split Rail Winery with additional tasting by Cedar Draw Cider
- **12:00 PM - 1:30 PM** - Coiled Wines with Hip Pop Hooray and lunch provided by Better Together Boise

## **Marketing / PR Report**

### **Savor Idaho June 7, 2026**

- Upcoming meetings with IBG on the direction of Savor Idaho

## **Idaho Wine and Cider Month**

- Banners picked up in Lewiston
- Banners in Caldwell - need to be picked up

## **Year of Tempranillo**

- Continue to highlight in media opportunities throughout the year
- November - National Day of Tempranillo - social post, etc.
- If you are hosting any events, please let us know

## **Social Media**

- The September social is currently running. Includes:
  - a. Behind the bottle: Split Rail Winery spotlight
  - b. Behind the bottle: Rock Spur spotlight
  - c. IWC to share any known harvest events coming up

- October social will be shared with Ashlee for review by 9/22

## **Blog**

*New grant cadence with one blog and email per month*

- September blog - Malbec & Mushroom Bruschetta Pairing (9/5)
- September consumer email - (9/12)
  - Approved as of 8/29

## **Come Over October**

- If you are hosting events for Come Over October, please email Ashlee your event details.
- The mission is to encourage people to invite family and friends, new and old, to come together during the month of October to share some wine and friendship.

## **Colorado Wine Competition**

- 18 wines total were submitted from Idaho
- Idaho Wine Competition paid for \$25 of each entry.
- ID wines earned 1 Double Gold, 2 Gold, 11 Silver, and 4 Bronze medals.
- Participating wineries were:
  - Huston Vineyards
  - Clearwater Canyon Cellars
  - Dunning Estates
  - Owyhee Vista Vineyards
  - Vizcaya
  - Rolling Hills Vineyard
  - Dude DeWalt Cellars
  - Morris Hill Wine Co.

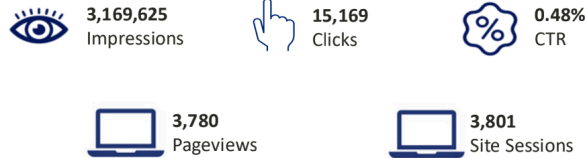
## **Idaho Wine and Cider Guide**

- Currently selling advertisements
  - As of 9/8/25 sold: \$10,250
- Emails out to the industry about updating their listing
- New guide will be out in January 2026

# Wines Fly Free Campaign Summary

## CAMPAIGN PERFORMANCE

### campaign summary



## PERFORMANCE BY TACTIC

### paid social: meta

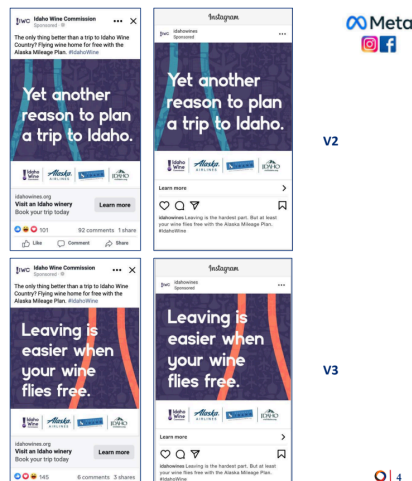
#### Connections Strategy:

- Leverage Meta's full ecosystem—including Facebook and Instagram—to build awareness of the Wines Fly Free program, and drive traffic to the site for viewers to learn more.

#### Performance:

- The campaign delivered **3.1M impressions**, **15.1K link clicks**, and **15.7K post engagements** across Meta platforms.
- Facebook delivered the highest reach and volume** overall, with both V2 and V3 versions generating over 1.25M impressions each.
- Instagram significantly outperformed Facebook on CTR**, despite having far fewer impressions, suggesting stronger relevance or creative fit.

8.5.2025 IWC FAHLGREN MORTINE



## Media Visit/Opportunities

Recommendation for journalist hosting funds

- Ste. Chapelle 50th anniversary/largest winery in Idaho - Precept team promote story
- Note: Nov is 10th anniversary of Eagle Foothills AVA
- Grant projects
  - Lewis Clark Valley FAM
    - Kathleen Willcox (Sept. 5-8, 2025) Flights, hotel, wine appointments booked. Kathleen will fly in/out of Lewiston. FM working with Michelle at Visit LCV for support with meals and activities. Kathleen contributes to The Vintner Project, Wine Industry Advisor, Paste, SF Gate, InsideHook and more.
      - Final itinerary [HERE](#).
      - An earlier story for InsideHook ran [HERE](#).
    - Juls Germain joined Kathleen and visited all the wineries with her.
- Recent Media Communications
  - Becky Garrison - Idaho invite

Next Board Meeting: November 13, 2025 at 10:00 AM (MST) | Kindred Vineyards, 14253 Frost Rd, Caldwell, ID 83607, USA

## **Discussion**

- North Idaho Board meeting in 2026
  - Board agreed to not hold a Board meeting in North Idaho in 2026.
- Scholarship applicants
  - Hawkins moved to award the following scholarships: Lindsay Bates - \$399; Jenny Carnahan - \$399; Lisa Lind - \$500. Seconded. Motion carries.

Pasculli moved to adjourn the open meeting at 10:35 am. Seconded. Motion carries.

Respectfully Submitted,  
Julianne Germain  
Idaho Wine Commission