



Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | November 5th, 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; Jay Hawkins, Lanae Ridge Vineyard

Board members present via Zoom: Will Wetmore, VEER Wine Project

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

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

Others present: John Russell, Zwygart John & Associates CPAs, LLC; Roger Batt, Legislative Educator for IWC; Greg Koenig, Devil's Bedstead; Ashlie Nelson, IWC Bookkeeper

Call To Order

Dolsby called the meeting to order at 10:00 am. Dolsby welcomed everyone to the November Board meeting and reviewed the open meeting law.

Approval of Minutes

Dolsby presented the following meeting minutes:

- September 2025 Board meeting

Hawkins moved to approve the minutes from the September 18th, 2025 Board Meeting. Seconded. Motion carries.

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

- Review of the 2025 independent auditors' report audit

With no need for discussion, Hawkins moved to approve the 2025 Audit. Seconded. Motion carries.

John Russell and Ashlie Nelson left the meeting at this time

Grant Report: Germain presented the grant report to the Board

Financial Report

Dolsby presented the current financials to the Board.

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

Legislative Report - IWC

Idaho DOGE Updates

- The Governor has not approved anything to date
- Representative Jeff Ahlers presented a report in the DOGE Committee meeting identifying "low-hanging fruit" agencies that he feels should be consolidated or eliminated (report attached)
- The commodity commissions have formed a working committee to discuss the situation and support the agriculture commodity commissions in the upcoming Legislative Session

IWC Presentations to the House and Senate Agriculture Committees

- Will need Board volunteers to speak
- 1 for the morning session and 1 for the afternoon session
- Suggestions for other industry members to speak
- Presentation date TBD, most likely in February

Winery Land Use Meeting

- Working on a date for another meeting

Legislative Report

By Roger Batt, Legislative Advisor

Addressing Industry Issues at the Local Level

A recent federal [ruling](#) in Michigan resulted in a \$50 million judgment in favor of some wineries. The ruling highlighted how local ordinances had restricted their growth and community involvement. What was in the court decision sounded familiar to what we have been seeing in Ada and Canyon County through restrictive ordinances and land use planning decisions. As a result of the ruling and some issues our wineries and grape producers are having with local ordinances, a working group was established to brainstorm on the challenges as well as possible solutions. The working group is taking a deep dive into the Local Land Use Planning Act as it pertains to the Agriculture Zone and how it is being interpreted through local government entities. It is anticipated that a second virtual meeting will be held sometime in November to further discuss these issues.

- The second meeting for the Winery Land Use Workgroup will be planned
- Referenced Idaho state codes 67-6508(n), 67-6529
- Take a look at the Right to Farm Bill

Agriculture Protection Area Legislation

Legislation is currently being drafted to add additional incentives to Idaho's Agriculture Protection Area Act. The purpose of the Legislation would be to create a financial incentive in the Act. Funds would be generated from each transaction when agricultural land is converted to a non-agricultural use (as a flat fee). Each county would collect the funds and distribute them annually by Soil and Water Conservation Districts to landowners who have approved Agriculture Protection Areas. Many discussions still need to take place before a final DRAFT is presented to the Grape & Wine Industry and others.

2026 Idaho Legislative Session

The 2026 Idaho Legislative Session will begin on Monday, January 12. 2026 is an election year, so it is anticipated that the Session will be shorter than 2025. The Idaho Grape & Wine Commission will work with the House and Senate Agricultural Affairs Committees to organize its annual industry presentation and Day on the Hill with Legislators.

2026 Treasure Valley Legislative Agriculture Tour

August 19 has been scheduled as the day for the 2026 Treasure Valley Legislative Agriculture Tour. The Tour will focus on irrigation storage & delivery, and will include visits to agricultural facilities, including a vineyard and lunch at a winery. Invitations will be extended to all members of the Idaho Legislature, as well as those who are challenging incumbents in the 2026 General Election.

IWC Team Update

Current Projects:

Education

- Seminar planning
- Annual Meeting planning

Marketing

- Savor Idaho planning with the Idaho Botanical Garden
- 10 Days of Holiday Cheer
- Winter Wine Weekends

Legislative Session

- Gearing up for Legislative Session
- Planning for presentations to the House and Senate Ag Committees

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 the agenda

- Sponsors
 - If you have any businesses that you feel should sponsor, please let us know
- NEW LOCATION - Boise Centre
- Registration will be via Google Form, and then an invoice will be sent to winery/vineyard/cidery

Idaho Wine and Cider Competition

- Date held for: May 19th, 2026

Boot Camp 2025

- September 22nd and 23rd, 2025
- Day 1: 40 people Day 2: 32 people
- Sponsors:
 - D.L. Evans Bank; Idaho Preferred; Destination Caldwell; University of Idaho | College of Agricultural and Life Sciences; Beehive Cheese; Sunnyslope Wine Trail

Marketing / PR Report

Savor Idaho June 7, 2026

- Meetings with IBG on the direction of Savor Idaho and logistics

Winter Wine Weekends 2026

- January 24th and 25th – **Cozy & Classic Winter**
- February 7th and 8th – **Touchdown Tastings**
- February 21st and 22nd – **Say Cheese & Sip**
- March 7th and 8th – **Tropical Escape**

Year of Tempranillo 2025

- 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

Year of Riesling - 2026

- Information starts in January 2026
- Met with Albertsons, and they will help promote this campaign
- January release - long history of Riesling in Idaho (Ste. Chapelle), one of first grapes planted after Prohibition, the most planted grape variety in Idaho, connection to German heritage in Idaho
- Social and blog/consumer email support
- Collaboration with Albertsons to leverage promotion, using the remainder of the Grocery Store grant funds
- John to create logo/wine tags

Social Media

- November social is currently running
- Come Over October was promoted
- Harvest Playlist created and promoted

- Riley is working on 10 Days of Holiday Cheer for November

Blog

New grant cadence with one blog and email per month

- [2025 Blog Calendar](#)
- [SEO Research for IWC Blogs](#)
- November blog - Low Alcohol Idaho Wines (11/6)
- November consumer email (11/10)

Grow | Pour | Connect

- Tips included in the weekly email *started by Ashlee*

North Idaho

- Visit LC Valley emailed Ashlee
 - Would like to have us bring back Savor Idaho North in Lewiston
 - Would like to also have Boot Camp 2026 there in May

Wine & Cider Guide

- **Project deadlines**
 - \$17,250 worth of advertisements have been secured by Ashlee
 - Sept. 15 – All updated info from wineries/cideries submitted - **DONE**
 - Sept. 30 – All [ads](#) and [new content](#) to be sent to FM creative team - **DONE**
 - Oct. 31 – FM creative team to finish layout and content edits
 - Nov. 3 – FM send IWC team the updated guide for review
 - Nov. 14 – IWC to review and submit any edits (one round of edits)
 - Nov. 19 – FM to make final edits
 - Nov. 21 – FM to deliver completed file to IWC for printing
 - End of Nov/December – IWC sends guide out for printing.
 - Per the Board, the Wine and Cider Guide will be changed to the Sunnyslope and Western Treasure Valley. The website will not be updated as it will cost the IWC \$3,500

Media Relations/FAMS

- KTVB - [Exploring Idaho: How Idaho winemakers make award-winning wine](#)
- **2025 Media Hosting**
 - FM has ID'd five priority contacts from the Oct. 2024 NYC media mission to reach out to about 2026 FAM visits (late spring - fall)
- **Journalist hosting opportunity - Winston Ross**
 - **Visiting Oct. 17-19, IWC set up winery/cidery visits on 10/18**
 - **Rolling Hills (3-4 p.m.), Meriwether Cider (4:15-5 p.m.)**
 - <https://www.mansionglobal.com/articles/a-locals-guide-to-oregons-willamette-valley-wine-country-ea179d2e> -
- **Harvest Release/Fall outreach**
 - [2025 Harvest Release draft](#)
 - **Other ideas: BoiseDev, City Cast, Idaho Statesman op/ed (fall timing, importance of industry to the state, opportunities to come together)**
- **Grant projects**

- **Lewis Clark Valley FAM**
Kathleen Willcox (Sept. 5-8, 2025) COMPLETE! Coverage to date from visit:
 - The Drinks Business [HERE](#)
 - Re-ran on [Wine.com](#) [HERE](#)
 - Substack newsletter [HERE](#)
- **Chasity Cooper EFH**
 - Food and Wine [HERE](#)

Discussion

- Consumer Boot Camp in 2026
 - Agreed to do only a consumer Boot Camp in 2026 and not do an industry Boot Camp in 2027
- North Idaho Boot Camp in 2026
 - Discussion about logistics
 - Trade tasting might be beneficial to the North Idaho wineries
- Scholarship applications - Motion needed to approve scholarships for two applicants
 - Leadership Idaho Agriculture (LIA)
 - Patrick Williamson - Williamson Vineyards
 - WSET 2
 - Patricia Greene - Vizcaya
 - Hawkins moved to award the following scholarships: Patrick Williamson - \$500; Patricia Greene - \$500. Seconded. Motion carries.

Hawkins moved to adjourn the open meeting at 11:12 am. Seconded. Motion carries.

Hawkins moved to enter into Executive Session. Seconded. Motion carries.

Respectfully Submitted,
 Julianne Germain
 Idaho Wine Commission