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Idaho Grape Growers & Wine Producers Commission  
Board of Directors Meeting | January 15, 2026

***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, Mark Pasculli, Rolling Hills Vineyards

**Board members present via Zoom:** Martin Fujishin, Fujishin Family Cellars; Will Wetmore, Veer Wine Project

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

**Others present:** Nollie Haws and Susan Bruns, Fahlgren Mortine; Gregg Alger, Huston Vineyards; Mona Warchol, Sunnyslope Wine Trail; Hailey Minder, 3100 Cellars

**Others present via Zoom:** Julie Pond, Northwest Center for Small Fruits; Mary Alger, Huston Vineyards

**Call To Order**

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

**Approval of Minutes**

Dolsby presented the following meeting minutes:

- November 2025 Board meeting
- November 2025 Executive meeting

*Hawkins moved to approve the minutes from the January 5, 2025 open Board Meeting and Executive Session meeting minutes. Seconded. Motion carries.*

**Fahlgren Mortine Presentation - Nollie Haws and Susan Bruns**

- Review of the 2025 marketing projects and outcomes

**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**

### **Legislative Session**

- Begins January 12th, 2026 at 12:00 PM (noon)
- Juls Germain will start writing Legislative Tidbits and updating the industry during the session

### **Tax Commission Update:**

- All parties have agreed on the MOU and Moya Dolsby signed off on it
- IWC will have access to a report that reflects what wineries report each reporting period

### **Upcoming Events:**

- Food Producers Ag All Stars event: January 14th, 2026
- FARE Idaho and IWC are hosting the Field to Fork Legislative Session - February 11th, 2026
  - Wineries pouring at the event
    - Veer
    - Rolling Hills
    - Telaya
    - 3100 Cellars
  - Invitations distributed by Roger Batt to the entire Legislature
- Field to Fork Festival - February 12th, 2026

### **IWC Presentations to the House and Senate Agriculture Committees**

- Date TBD - most likely in February
- James Nederend and Jay Hawkins set to speak
- Slide deck updated and reformatted
- 1 for the morning session and 1 for the afternoon session

### **Winery Land Use Meeting**

- Meeting held on December 11th
- Planning another meeting with a speaker
- Meetings will be quarterly
- Great conversations and talking points

## **Legislative Report**

By Roger Batt, Legislative Advisor

## **Addressing Industry Issues at the Local Level**

The Idaho grape and wine industry's land use working group held a virtual meeting on December 11. The group reviewed certain sections of Idaho's Local Land Use Planning Act

and discussed how these sections might serve as areas for improving current issues for the industry. The working group determined that language be drafted to share at a future meeting and to also set up a meeting with the Ada County Commissioners to continue dialogue. As a recap, a federal [ruling](#) last summer 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 grape and wine producers have seen in Ada and Canyon County through restrictive ordinances and land use planning decisions. As a result of the ruling and some issues the industry has had, a land use working group was established to brainstorm on the challenges as well as possible solutions.

Here is my projected timeline for a Legislative effort:

- 1<sup>st</sup> DRAFT to be reviewed by the working group by March 1, 2026
- 2<sup>nd</sup> DRAFT to be reviewed by the working group by July 1, 2026
- Final DRAFT ready by July 31 to be submitted to Governor's Office through EALS process.
- If approved by Governor's Office pursue Legislation during 2027 Session.
- If not approved by Governor's Office pursue a Plan B route for a Legislator to carry the Legislation and pursue passage during the 2027 Session.

Here is my projected timeline for meeting with Ada County Commissioners:

- Setup strategy meeting with grape and wine industry to first lay out what to present on.
- After we know what we are presenting on and asking the Commissioners for then setup a meeting by March 1, 2026.
- Setup a follow up meeting if needed.

### **Agriculture Protection Area Legislation**

Legislation is currently being drafted that adds more incentives to Idaho's Agriculture Protection Area Act. The Legislation would create a financial incentive in the Act. Funds would be generated based on each transaction that occurs when agricultural land is converted to a non-agriculture use (as a flat fee). The funds would be collected by mortgage and title companies and distributed to Idaho's Soil and Water Conservation Districts. On an annual basis the Districts would allocate the funds to landowners who have approved Agriculture Protection Areas. On December 18 Governor Brad Little hosted an Agriculture Viability Summit at the Capitol Building. There were about 200 people who participated. Topics that were presented included the loss of farmland in Idaho and future projections, brainstorming on ideas on how to protect farmland without violating private property rights and working on solutions to keep agriculture viable for the future.

### **2026 Idaho Legislative Session**

The 2026 Idaho Legislative Session will begin on Monday January 12. 2026 is an election year so it is anticipated 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 touring some agricultural facilities including a tour of 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
- Year of Riesling
- 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**

- The Physiology and Psychology of Taste with Cindy Jones
  - January 27th, 2026 hosted by Telaya Wine Co
  - Registration open
- Pour It Out Quarterly Meeting
  - February 23rd, 2026 | Cinder Wines
  - Registration open
- Annual Meeting
  - February 24th, 2026 | Boise Centre
  - Registration open
- An itinerary for all seminars from January to June has been created and budgeted for with grant funding. In the process of confirming speakers.

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

- Sponsors
  - SOLV, Idaho Beer and Wine Distributors Association and Scott Laboratories
- Exhibitors
  - FARE Idaho | Aqua Irrigation Technologies, LLC | Scott Laboratories | Orchard Valley Irrigation | River Valley Woodworks | Inland Desert Nursery | Grapeland Supply | SOLV | Eide Bailly | Pollinator Partnership

- NEW LOCATION - Boise Centre
- Registration open
  - \$135/pp
- Board members get one (1) registration
- We will be hosting a Pour It Out with special guest Chris Puppione the night before the Annual Meeting
- North/East Idaho Incentive
- Need a hotel?
  - We suggest Hotel43 and/or The Grove Hotel

### **Idaho Wine and Cider Competition**

- Date held for: May 19th, 2026
- Action Item: Set up a meeting with Eric Degerman to talk logistics

### **Marketing / PR Report**

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

- Monthly standing meetings with IWC and IBG
- Currently working on sponsorship
- Winery/Cidery registration out in January (after January meeting)
- Vendor/exhibitor registration out in January (after January meeting)

#### **Winter Wine Weekends 2026**

- 22 wineries registered
- Landing page updated
- 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 Riesling - 2026**

- Information starts in January 2026
- January release - long history of Riesling in Idaho (Ste. Chapelle), one of the 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
- Logo and bottle neckers made and printed

#### **Grocery Store Activation**

- Bottleneckers - Year of Riesling and general
- Printing budget from grant funds

#### **Social Media**

- January is currently scheduled

## Grow | Pour | Connect

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

## North Idaho

- Lewis-Clark Valley Wine Alliance met
- Want to host a Boot Camp in May with IWC
- I replied to Courtney with my thoughts and suggestions
  - Waiting for a reply
  - She included a hotel stay and travel for me to come to North Idaho
- More information when I hear back from Courtney

## Wine & Cider Guide

- **Final Project Details**
  - Ashlee has secured \$17,250 worth of advertisements
  - Printing Cost:
    - \$8,900.00
  - Edits Cost:
    - \$3,497.50
  - Profit of: \$4,852.50
  - Printing in progress

## Media Relations/FAMS

- [ASEV National Conference in Boise - June 16, 2026](#)
  - **IWC will help secure wine and help plan a tour**
- **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)
  - Partnering with Visit Boise on FAM for travel writers, where IWC covers airfare/wine activities and Visit Boise covers lodging and other expenses
- **Grant projects**
  - **Idaho Wine Country FAM**

## Blog

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

- January Blog: Year of Riesling - 1/6
- January consumer email - 1/12

## Discussion

- Emerging challenges discussion:
  - Visitor decline which is typical
  - People are buying less wine
  - Wholesales are supplementing income
  - Construction
- Board positions - two expiring in July
  - James Nederend (producer)
  - Martin Fujishin (grower)

- James Nederend and Martin Fujishin will stay on as Board members for another term.
- James Nederend will stay on as Board Chair
- Next Board meeting date: March 10, 2026

Hawkins moved to adjourn the open meeting at 11:44 am. Seconded. Motion carries.

Respectfully Submitted,  
Julianne Germain  
Idaho Wine Commission