



Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | March 10, 2026

Present

Board members present: James Nederend, Koenig Vineyards/SCORIA; Will Wetmore, Veer Wine Project

Board members present via Zoom: Martin Fujishin, Fujishin Family Cellars; Jay Hawkins, Lanae Ridge Vineyard

Board members absent: Mark Pasculli, Rolling Hills Vineyards

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

Others present via Zoom: Julie Pond, Northwest Center for Small Fruits; Roger Batt, Batt Associates

Call To Order

Dolsby called the meeting to order at 10:00 am. Dolsby welcomed everyone to the January Board meeting and reviewed the Open Meetings Law.

Approval of Minutes

Dolsby presented the following meeting minutes:

- January 2026 Board meeting

Wetmore moved to approve the minutes from the January 2026 Board Meeting. Seconded. Motion carries.

Julie Pond - Executive Director, Northwest Center for Small Fruits

- Pond provided an update

Grant Report: Germain presented the grant report to the Board

- Update on 2026 marketing grant application

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

Legislative Session

- Continued attendance at Food Producers of Idaho meetings
- Immigration workforce meetings

Events Attended

- FARE Idaho and IWC hosted the Field to Fork Legislative Session - February 11th, 2026
 - Wineries that poured at the event
 - VEER
 - Rolling Hills
 - 3100 Cellars
- FARE Idaho Field to Fork Festival
- Leadership Idaho Agriculture Ag Summit
- Leadership Idaho Agriculture Legislative Reception

IWC Presentations to the House and Senate Agriculture Committees

- Thursday, February 26, 2026
 - Senate Agriculture Committee
 - Moya Dolsby, Roger Batt, Jay Hawkins
 - House Agriculture Committee
 - Juls Germain, Roger Batt, James Nederend
- Went well, engaged listeners

Legislative Report

By Roger Batt, Legislative Advisor

The bill introduction deadline has passed, so any new legislation must now clear a privileged committee before moving forward, which should slow the pace of new bills. At the same time, filing closed, February 27 at 5 pm for statewide, federal, judicial, and legislative races, which could influence the tone of the session as lawmakers determine whether they will face challengers in the upcoming Primary.

Water remains a top focus, including protecting the state's \$30 million investment in water infrastructure and continuing efforts to support Idaho's cloud seeding program. The Treasure Valley Water Users Association submitted a letter to legislators this past week highlighting the importance of cloud seeding to Idaho's water supply. Water users who support the program are encouraged to contact their legislators and share their perspective.

Cloud seeding increases Idaho's water supply by about 15% each year (over 1-million-acre feet), providing water that is vital to Idaho's agriculture industry. It remains a responsible, proven tool for strengthening water availability, especially in a year like this.

Senate Bill 1269 on cloud seeding focuses on improving transparency and reporting, which water users support. However, three other bills introduced this session would restrict, ban, or

create criminal penalties for cloud seeding and other weather modification, which, if passed, would limit Idaho's ability to enhance water supply when it is needed most.

In 2023, the U.S. Supreme Court's decision in Sackett v. EPA clarified that federal jurisdiction under the Clean Water Act only applies to wetlands with a direct surface connection to relatively permanent waters like rivers and streams. That court ruling set clearer limits on what qualifies as "Waters of the United States" and narrowed the scope of federal oversight. House Joint Memorial 13 asks Congress and federal agencies to formally align regulations with the Sackett decision to ensure those clearer boundaries are followed. The intent is to provide more certainty and predictability for landowners and agricultural water users by keeping federal regulation within the limits outlined by the Court. The Sacketts were in the House Resources Committee this past week, presenting on the court case and their experience with EPA and the Supreme Court case.

Immigration has also become one of the more active issues this session, with proposals addressing citizenship reporting requirements, penalties related to harboring undocumented individuals, and mandatory E-Verify for employers. These issues are evolving quickly, and we will continue monitoring how they may impact agriculture and the workforce.

On Thursday, February 26, members of the Grape and Wine Commission board presented on the industry's status to the Senate and House Agricultural Affairs Committees. The updates were received well by the Committee members. A special thank you to Jay Hawkins and James Nederend for providing the production updates.

Legislative Bills

- Batt provided updates on current legislative bills

IWC Team Update

Current Projects:

IWC team members provided an update on current education, marketing, and legislative projects as well as individual workloads.

Education Report

Educational Seminars

- Fritz Westover - March 23rd and 24th (*register today*)
 - *One (1) pesticide credit will be given*
- BSU Seminar Alignment Continued - March 31st (*register today*)
- Errors in Enology: Identifying and Fixing the Big Mistakes - April 13th
- Email Marketing Seminar - April 20th
- Blind Tasting Seminar (Half Day) - April 28th
- Reimagining Wine Clubs | WISE Seminar - May 4th

- Hospitality and Media - May 18th
- Kade Casciato - SW Idaho - TBD
- Beyond TR (General) | WISE Seminar - June 1st

Annual Meeting - February 24th, 2026

- Sponsors
 - SOLV, Idaho Beer and Wine Distributors Association, IDAWATER and Scott Laboratories
 - **\$1,500 in sponsorships**
- Exhibitors
 - Aqua Irrigation Technologies, LLC | Scott Laboratories| Orchard Valley Irrigation | River Valley Woodworks | Inland Desert Nursery | Grapeland Supply | SOLV | Eide Bailly | Pollinator Partnership
 - **\$2,400 in Exhibitors**
- Total Registrations - 113
- Total Paid Registrations - 108 **(goal of 90) = \$14,850**
- Total UNPAID Registrations - \$450
- **Total Revenue: \$18,750**
- **Feedback from the Board**
 - Doing the reception off-site
 - Suggestion to have wineries host sessions and modeling the Annual Meeting after Treefort
 - Vineyard and winemaker cohesiveness
 - Consider no PP from the IWC and just giving a personal
 - Still have exhibitors
 - Case studies for vineyard/winemaking tracts (look at the Oregon Wine Symposium for examples)
 - What is the tone we are trying to set with the Annual Meeting and with the industry?
 - Idaho Wine Competition winners sitting on a panel/roundtable discussion and the grower for that wine
 - Integrate sponsors into the seminar
 - Barrel rep/seminar
 - Look into app possibilities

Annual Meeting Budget - final	
EXPENSES	
Speaker Fees \$6000	\$ 6,000.00
Speaker Travel \$1482.08	\$ 1,482.08
Printing Costs	\$ 241.79
BOISE CENTRE CHARGES	\$15,099.02
Other	\$ 160.64
Total Expenses	\$22,983.53
REVENUE	
Sponsorships	\$ 1,500.00
Exhibitor Fees	\$ 2,400.00
Registration early @ \$135 90 tickets sold	\$12,150.00
Registration starting Feb 3 @150 18 tickets sold	\$ 2,850.00
TOTAL REVENUE	\$18,450.00
TOTAL EXPENSES	\$22,983.53
TOTAL REVENUE	\$18,450.00
OUT OF POCKET	\$ 4,533.53

Idaho Wine and Cider Competition

- Date held for: May 19th, 2026
- Registration open

Marketing / PR Report

Savor Idaho June 7, 2026

- Monthly standing meetings with IWC and IBG
- Currently working on sponsorship
 - \$10,000 cash from Boise Co Op
 - St. Als is providing the First Aid Tent (\$5,000 value)
- Winery/Cidery registration is out
 - **Can sell this year at Savor Idaho**
- Vendor/exhibitor registration is out
 - Currently at 24 approved vendors

Winter Wine Weekends 2026

- Project completed

Idaho Wine and Cider Month

- Thoughts on bringing back Lobby Hop?
- Banners confirmed in Downtown Boise (June 2026)
- Banners confirmed in Lewiston (June 2026)

Social Media

- March will be reviewed and will be scheduled

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

Project Type: City Sips, Idaho Roots

Campaign Dates: April-May (Two-Month Run)

Partners: Idaho Wine Commission (\$5-7k), Garden City Visitors Bureau (\$5-7k), SWITA (\$5-10k including creative)

Campaign Title - City Sips, Idaho Roots

Tagline - Urban tasting rooms, vineyard-grown soul

Campaign Concept

"City Sips, Idaho Roots" highlights Idaho's urban wineries as dynamic, city-centered experiences that stay deeply connected to Idaho's AVA regions. This campaign celebrates how urban tasting rooms bring vineyard craftsmanship, terroir, and Idaho-grown grapes into walkable, energetic Boise and Garden City neighborhoods. By showcasing this unique vineyard-to-city story, we aim to draw visitors from across Idaho and the Pacific Northwest, increasing tourism, boosting hotel stays, and driving overall economic impact in Southwest Idaho.

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- **Feb. 8-10: Assisted with hosting influencer Emily Buchtel**
 - **Comped wine tasting and charcuterie at Split Rail**
 - **Moya met her for breakfast**
- **Caroline Eubanks visit - Snake River Wine Tour March 26**
- **Michael Alberty - Wine Enthusiast (2026 Idaho visit/projects)**
- 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
- **Veraison Project Immersion Visit**
 - Chasity Cooper head of Central Region (OH to ID)
 - September/October visit - 4-5 days
- **Grant projects**
 - **Idaho Wine Country FAM**

Blog

New grant cadence with one blog and email per month

- March Blog: Female Winemakers

Board Collaboration

- How can we encourage stronger collaboration between wineries and vineyards?

Discussion

- Scholarship Applicants
 - Andrea Worwood, Kerry Hill Winery
 - WSET 1 - \$425
 - Sarah Maples, Cinder Wines
 - WSET 1 - \$425
 -

Wetmore motioned to approve both Andrea Worwood and Sarah Maples for \$425 each in

scholarship awards. Seconded. Motion carries..

Wetmore moved to adjourn the open meeting at 11:30 am. Seconded. Motion carries.

Respectfully Submitted,
Julianne Germain
Idaho Wine Commission