



Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | Thursday, April 13th, 2023
Lindsay Creek Vineyards | 3107 Powers Ave, Lewiston, ID 83501 | 8:00AM (PT)/9:00AM (MST)

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: Jake Cragin, Winemakers LLC; Melissa Sanborn, Colter's Creek Winery; Mark Pasculli, Rolling Hills Vineyard

Board via Zoom: Crystal Potter, Potter Wines

Idaho Wine Commission: Moya Dolsby, Brenna Smith, Ashlee Struble

Idaho Wine Commission via Zoom: Taylor Johnson

Others via Zoom: Lauren Rozzo, Fahlgren Mortine; Roger Batt, Legislative Educator; Elisa Ford, NCSFR/NBF; Thomas Platt, Platt Biologicals; Mike Williamson, Williamson Orchards & Vineyards

Others in Person: Art McIntosh, Lindsay Creek Vineyards

Excused: Scott Smith, Sol Invictus Vineyard

Call To Order

Dolsby called the meeting to order at 9:03 AM.

Approval of Minutes

Dolsby presented the January 2022 Minutes. With no need for discussion, Cragin moved to approve the minutes. Seconded. Motion carries.

Dolsby welcomed everyone to the April 2023 Board Meeting.

Northern Idaho Update - Melissa Sanborn, Colter's Creek Winery

Melissa Sanborn, with Colter's Creek Winery, gave the Northern Idaho update to the Board.

Sanborn's highlights:

- Weather is average in Northern Idaho for April. Overall, it's been a cold winter and cold spring.

Next Board Meeting: May 18th, 2023 9:00am (MST) | Rolling Hills Vineyard | 152 E 52nd St, Garden City, ID 83714

- The vineyards and plants are behind on foliage due to late snow.
- All Northern Idaho wineries are at different stages for their business. Some wineries are just starting up, some wineries are focusing on expansion, while others are shutting down. There has been a steady decline of wineries and vineyards in Northern Idaho over the last decade.
- Biggest concern for Sanborn is a lack of collaboration amongst the different Idaho wine regions.
 - Currently, the goal for Northern Idaho wineries, cideries, and vineyards is to reunite in some way and help each other grow and be successful.
 - Colter's Creek Winery has a small budget and is trying to figure out how to allocate funds.
- What can the Idaho Wine Commission do to get younger leaders more involved in the wine industry?
 - The Idaho Wine Commission can research and promote different leadership opportunities to the wine community. This will help build strong relationships, make different connections and gather more interest in leadership roles to support Idaho wineries and vineyards.
 - Leadership Idaho Agriculture - this is a great leadership program focused on Idaho agriculture and individuals learning leadership qualities to make connections with other agricultural enthusiasts.
 - Leadership Moscow, Lewiston, Boise, Nampa, Caldwell, etc. - these programs are more tailored towards leadership in businesses.
 - Should the Idaho Wine Commission allocate funds to leadership programs for wineries?

Presentation - Lauren Rozzo - Fahlgren Mortine

Lauren Rozzo, with Fahlgren Mortine, made her introduction to the Board.

Rozzo's highlights:

Media Relations

- Total clips: 3 national, 4 regional, 2 local
- Total Impressions: 16,375,984
- Virtual Media Mission: The Idaho Wine Commission hosted a virtual wine tasting event on April 5. The event featured 8 Idaho winemakers and welcomed 12 media attendees from across the country, representing top-tier publications, including *Food & Wine Magazine*, *Decanter*, *Better Homes & Gardens*, *VinePair*, *Tasting Table*, *Wine Business Monthly*, *Wine & Spirits Magazine* and more.

Organic Social Media

- IWC gained 76 social media followers on Facebook and 120 followers on Instagram during this reporting period.
- Top performing posts included the Winter Wine Weekends announcement and Savor Idaho tickets announcement.
 - The Savor Idaho announcement Reel drove 275 shares organically, reaching 8.6k users (5.4k of those users were non-followers)

Paid Social Advertising

- Overview:
 - We ran one short video during this campaign. From 2/6-2/20 the short form video ran and delivered 250,866 impressions, 186 clicks and 188,978 video plays. For this campaign we focused on driving awareness to the Rolling Hills Vineyard, while targeting people who are on the Idaho Wine Commission email list, people who have visited the website within the last 180 days, and people who engage with IWC's Facebook and Instagram accounts. We saw the most video plays with M 35-44 with over 38,856 video plays and F 35-44 with over 21,038 plays.
- Overview:
 - This campaign was focused on driving traffic to the landing page for March Winery & Cidery

events. For this campaign we targeted lookalike audiences of people who have visited the Idaho Wine Commission's website & Facebook page, and also people on their email list. We saw most of the clicks from M 35-44, M 45-54, and M 55-64. 71% of clicks were coming from the Male demographic.

Additional Projects - Winter Wine Weekends

- Overview:
 - 16 wineries and one cidery participated in this first of its kind event for IWC
 - Consisted of four themed weekends throughout the winter season to encourage tasting room visitation
 - Fahlgren Mortine promoted through a dedicated landing page, social media posts, radio and social media advertisements, blog posts, consumer emails, event calendars, a Facebook event, poster distribution and local media coverage.
- Results:
 - W/W/W landing page had 2,890 page views and 1,200 clicks from Jan 1 through March 5
 - We saw increases in page engagements corresponding to dates of earned media coverage
 - 11 earned media placements garnered 3,461,050 impressions
 - BSU Radio spots over four weeks had an estimated reach of 35,400 people. Gross impressions were 62,400.
 - Pandora radio ads had weekly impressions averaging over 41,000 and click-through rates that significantly exceeded the average for 3 out of 4 weeks
 - The Bogus Basin wine tasting event on February 5 provided good exposure and steady traffic for three participating wineries (Veer, Rolling Hills and Sol Invictus).
 - The FM team coordinated details with the Bogus Basin events team and Bogus was pleased with the results, inviting the IWC back for a summer event.
 - Wineries found Comfort Food and National Drink Wine Day weekends most successful. The team applied for a 2024 grant to duplicate this event next year.

Content Performance

- Analysis:
 - The top viewed web page of the reporting period was the Winter Wine Weekends campaign landing page that we created. With our advertising and promotional efforts, we drove 2,890 page views across the three months and over 1,200 clicks on the page. This page was viewed even more than the homepage.

Website Traffic

- Analysis:
 - This reporting period of three months saw nearly 4x as many web sessions and over 3x as many page views as last report. New users also increased by a little over 6,000. This increase can be attributed to the Winter Wine Weekends campaign, the resurgence in blog content and Savor Idaho tickets going on sale, among other efforts.

Additional Projects - Brand Evolution

IDAHO WINE
COMMISSION



- After months of research and concepting, the Fahlgren Mortine team developed a new brand identity for the Idaho Wine Commission that was launched at the 2023 Annual Meeting in February.
- The new branding was announced using consumer and industry emails, social media posts, and a press release distributed to local and trade media.
- The team is currently implementing the new branding as part of new projects such as the website redesign, Savor Idaho advertising, consumer email campaign, etc.

Currently Working On

- Media relations, social media, blog
- Virtual Media Mission
- Website redesign
- Savor Idaho advertising & giveaway
- Wine and Cider Month planning
- NWCA/Cider media coordination

Upcoming

- Consumer Email Marketing campaign
- Photography/Videography shoot planning
- SWITA/Wines Fly Free campaign
- Media FAM visit coordination
- Seattle Media Mission planning

Presentation - Thomas Platt & Mike Williamson - MycoMaxx Mycorrhiza

Thomas Platt, with Platt Biologicals and Mike Williamson with Williamsons Orchards & Vineyards, made their introduction to the Board.

Mycorrhizal Fungi

- It is a naturally occurring, beneficial and symbiotic soil fungi that attaches to plant roots creating a relationship called mycorrhizae. This relationship is part of the key factors in having healthy soils.
- Mycorrhizal fungi account for roughly 10% of all identified fungal species on the planet.
- Mycorrhizae unlocks the nutrients that have become tied up in the soil through various means such as rain, tillage, or even irrigation by means of exuding an enzyme that releases these tie ups.
- In return, the host plant supplies the fungi with sugars and other needed nutrients produced through photosynthesis.

Mycorrhizae within Root Systems

- Mycorrhizal Fungi can be an amazing solution for reducing the cost of fertilizer as it can act as a living extension of your plants root system. Mycorrhizal Fungi unlocks the chemical tie up of the nutrients in the soil that is not available to your plants.
- Increases the efficiency by which nutrients are taken in.

- Mycorrhizal Fungi not only unlocks nutrients that are tied up in the soil, it helps increase the root structure of your plants, allowing them to further reach those nutrients or even moisture that may otherwise be unreachable.

Mycorrhizal Challenges to Soil

- Tillage
- Fallow Soils
- Soil Erosion
- Isolation from natural sources of Mycorrhizae
- Fumigation
- Some Fungicides
- Chemical fertilizers
- Soil Compaction
- Non-Mycorrhizal Plants

Helps with Disease and Pest Control

- Creates healthier plants, leaving it less susceptible to disease.
- Increase competition for your crops, reducing the takeover of weeds.
- Even some nematode control.

Improves Soil Quality

- Soil quality is improved through the increase of the root mass.
- With the increased root mass you have:
 - Increased water holding capacity
 - Increased organic matter
 - Decreased soil compaction
 - Higher soil binding capabilities

Nutrient Uptake Studies

- In different nutrient uptake studies, the external hyphae of Mycorrhizae can deliver up to 80% of plant P, 25% of plant N, 10% of plant K, 25% of plant Zn, and 60% of plant Cu. (Marschner, H. & Dell B. Plant Soil)
- Has been shown that even in unresponsive wheat plants, Arbuscular Mycorrhizal Fungi is responsible for at least 50% of the uptake of plant P.
- In root cultures, it has been observed that 21% of plant N uptake was through Arbuscular Mycorrhizal Fungi.
- In leaves, it has been observed up to 75% of plant N was taken through Arbuscular Mycorrhizal Fungi.

Results in Harvest

- Inoculated fields at harvest are less affected by disease and pest as neighboring crops.
- Increased overall root mass on average.
- Larger, greener, more vegetative plants.
- Larger fruit and produce.
- In oil producing plants, as much of the oil comes from the foliage of the plant, increased foliage mass equals greater yield.
- Overall higher producing plants from the increased availability of water and nutrients.

Lauren Rozzo left the meeting at this time.

Legislative Report

Roger Batt, Legislative Educator, made his introduction to the Board.

Batt's Highlights:

- Legislative session is officially over.
- There was a wide variety of topics from regulating liquor license transfers to moving Idaho's border.
- 45 new members to the Idaho legislature.
- Ag committees were very successful. Especially sharing information to the new legislatures.
- Batt tried to hold a second day on the hill, however, there was not enough time so the event was unsuccessful.
- Important Bills to note:
 - House Bill 352 -
 - This is the FY 2024 original appropriation bill for the Soil and Water Conservation Commission. It appropriates a total of \$5,642,200 and caps the number of authorized full-time equivalent positions at 18.75. The bill funds one line item, which provides \$13,900 for the new commissioners' compensation. The two new commissioners were added with H642 of 2022.
 - Also included in this bill is a FY 2023 supplemental, which provides an additional \$5,000,000 Water Quality Program for Agriculture.
 - House Bill 361 -
 - This bill includes fiscal year 2023 appropriations and transfers for the Department of Environmental Quality and Department of Water Resources for water projects in the State of Idaho.
 - First, the bill provides for the appropriation and transfer of \$150,000,000 from the General Fund to the Water Management Fund for larger water projects. The bill directs these uses of funds and includes efforts to address water sustainability, enhance and modernize surface water delivery systems, rehabilitate or improve aging water infrastructure, flood management, and water infrastructure grants.
 - Second, the bill provides for a total appropriation and transfer of \$99,000,000 from the General Fund to continuously appropriated dedicated funds, including \$92,000,000 to the Water Pollution Control Fund for drinking water and wastewater infrastructure grants; \$2,000,000 to the Agricultural Best Management Practices Fund (Ag BMP Fund); and \$5,000,000 to the Confined Animal Feeding Operations Fund (CAFO Fund). The bill also provides an additional appropriation of \$23,000,000 from the ARPA State Fiscal Recovery Fund for drinking water and wastewater infrastructure grants.
 - This bill provides additional appropriation and transfers for the Department of Environmental Quality and Department of Water Resources for fiscal year 2023. For the Department of Environmental Quality, this bill includes appropriations and transfers of \$99,000,000 from the General Fund to continuously appropriated dedicated funds. The bill also includes \$23,000,000 from the ARPA State Fiscal Recovery Fund. For the Department of Water Resources, this bill includes an appropriation and transfer of \$150,000,000 from the General Fund to the Water Management Fund, a continuously appropriated dedicated fund. The total impact of the bill is \$272,000,000 from all funds.
 - House Bill 781 -
 - This legislation provides non-property-tax funding for public defense, allowing counties to reduce county property taxes by \$33 million. The bill repeals the county charity levy, repeals the county medically indigent program, and phases out the state CAT program.

In addition, the State of Idaho will assume financial responsibility for public defense moving forward. The bill also includes intent language for the Legislature to identify a future alternative public defense delivery model. Lastly, the bill requires cities to use 50% of annual growth in revenue sharing to provide ongoing property tax relief.

- For fiscal year 2023, the state will provide \$34 million in funding to counties for public defense, counties will dedicate \$11 million in revenue sharing growth to public defense, counties will reduce county property tax budgets by \$33 million, and cities will reduce city property tax budgets by an estimated \$10 million. The net ongoing property tax relief in the first year is estimated to be \$43 million
- Goals for 2024 are to push on legislation. Specifically:
 - Farmland Preservation Legislation
 - The Farmland Preservation is a program for farmers and ranchers to enter into agricultural protection, similar to a tax break, to keep farmland in agricultural production.
 - Domestic Well Exemption

Increasing Assessments

- The Idaho Wine Commission must go to the governor's office and start the process for increasing assessments.
- The Idaho Wine Commission needs to schedule meetings and consult with the industry to gain consensus.
- The rule change would start in June 2024.
- Smith will bring options to the May board meeting for the board to make a decision.

75% Rule

- ADA County's stance is to do nothing regarding the 75% Rule.
- Is it worth the commission's and board's time to go to the Attorney General's office and request more information regarding the 75% Rule and ADA County's actions for violation of the Right to Farm Act?
- In conclusion, Roger Batt and Mark Pasculli were encouraged to schedule a meeting and seek counsel from the Attorney General's office regarding the 75% Rule and Right to Farm Act.

Dolsby presented the 2023-2024 Legislative Educator Contract to the board.

Cragin moved to approve the 2023-2024 Legislative Educator Contract as presented. Seconded. Motion carries.

Financial Report

B. Smith presented the current financials to the Board.

Potter moved to approve the financial reports as presented. Seconded. Motion carries.

B. Smith presented the draft budget to the Board.

Paid Assessments

Winery Assessments:

- Cinder Wines
- Cuesta Sol Winery
- Indian Creek Winery
- Koenig
- Lindsay Creek

- Owyhee Vista Vineyard
- Rolling Hills Vineyard
- SCORIA
- Split Rail
- Telaya

Vineyard Assessments:

- Bankhead Vineyard
- Cuesta Sol Vineyard
- Stowe Vineyard (Indian Creek)
- Koenig
- Lindsay Creek
- Owyhee Vista Vineyard
- Rock Spur Vineyard
- Rolling Hills Vineyard
- SCORIA

Education Report

Idaho Wine and Cider Competition

- May 23, 2023
- Judges are confirmed
- Welcome Dinner location confirmed - Anthony's
- Industry Reception caterer confirmed - Peaceful Belly
- Sponsors: Wilbur Ellis, Visit Idaho, Anthony's, The Grove Hotel, Great Northwest Wine, and Koenig Vineyards

Education Seminars

- Working on Tasting Room seminar with Kat House
 - 4/3/23 at Hayden Beverage and great responses about the seminar
- April 12th - Kade Casciato
 - North Idaho Vineyard Round Table + Vineyard Visits
 - Round Table at Clearwater Canyon Cellars at 3:00 PM
- May 1st and 2nd - Kade Casciato
 - SW Idaho Vineyard Round Table + Vineyard Visits
 - Round Table: Tuesday, May 2nd, at 10:00 AM
 - Location: Kerry Hill Winery

Boot Camp - September 18th and 19th, 2023

- Will work on the agenda top of summer

Annual Meeting - February 27th-28th, 2023 - Recap

- Monday | Half Day Virtually Attendance - 90 people
- Tuesday | Full Day in Person Attendance - 117 people
- 8 Speakers Virtually | 10 Speakers In Person
- 10 individual meetings with consultants
- \$5,150 in Sponsorships (8 Sponsors) | \$2,250 in Exhibitors (9 Exhibitors)
- Revenue - \$19,265.71 | Expenses - \$12,766 | Profit - \$6,499.71

- Grant Funds utilized for speaker fees & speaker travel - \$13,905 not included in above expenses
- Lifetime Achievement Award to Dale Jeffers, Skyline Vineyards
- Industry Impact Award to Roger Batt, Legislative Educator

Brand Loyalty Report

Savor Idaho - June 11th, 2023

- Winery Registration Open
 - Current Tickets as of 4/4/2023: 540
- 22 (currently) wineries/cideries registered
- 15 sponsors
- 5 food trucks
- 23 exhibitors
- 1 all-day entertainment
- Grant advertising starting | Hulu Ad with SWITA, Posters & Radio
- Want to create a poster during Savor Idaho to get consumers to sign up for the consumer email (QR Code)

Idaho Wine and Cider Month 2023

- Idaho Wine and Cider Month Banner applications in
 - All banners are approved and important dates in calendar
 - Lewiston, Downtown Boise, Caldwell & Eagle
- Emails will start going out to send events to IWC
- F/M will create digital tool kit

Winter Winery Promotion

- Grant Funded Project created to drive more traffic to wineries in the winter months
- Earned media overall circulation - 3,461,050
- BSU Radio spots over 4 weeks reached an estimated 35,400 people
- Pandora ad impressions had weekly impressions averaging over 41,000
- W/W/W landing page had approximately 1,200 visits from January 1st - March 5th
- Received few responses from participant surveys. Initial learnings:
 - Links must go directly to winery events page
 - Wineries need more notice to plan events
- Fahlgren Mortine Report attached to board pack

2023 Passport

- Partnership with Idaho Tourism
- The Bottles and Barrels Byway Passport program starts on April 1st and runs through June 30th
- This will replace our printed passport for Idaho Wine and Cider Month

Virtual Media Mission

- Wine and items packaged and sent to journalist
- Tracking boxes to make sure they all arrive
- VMM practice run - 4/4/23
- VMM - 4/5/23

New Branding

- New logo was announced at the Annual Meeting
- Stickers made
- In the process of updating all of our documents

New Website in Progress

- New website design is in process

Staff Highlights

Moya Dolsby

- Savor Idaho
- Legislation
- Budget Reviews
- Fahlgren/Mortine Status Meetings
- DBA/Garden/SWITA/PTA boards

Brenna Smith

- Leadership Nampa
- Annual Meeting Execution
- Economic Impact Study
- Monthly Financials
- Grant Ledger January
- Vineyard Round Table - Joel Perez
- Organized/Attended Hill Day
- Attended WineVit
- New Grant Submissions
- Attended SWITA Board Summit
- Attended Rose Awards
- Grant Ledger Reporting April

Ashlee Struble

- Industry emails / stand alone emails
- Boise Session - Leadership Idaho Ag
- Graduated from LIA Class of 43
- Savor Idaho logistics & meetings
- F/M Status Meetings
- UNIFIED - Sacramento - January 2023
- Annual Meeting - February 2023
- Social Media Calendar Approval / Blog
- *WSET 1 Class taken*
- Attended Kat's Tasting Room Seminar
- Wine presentation at Old State Street Saloon
- *Greenhouse Dinner at Wild Plum with Colter's Creek Wine*

Taylor Johnson

- Office Management:
 - Commission Meetings Management

- Info email
- Office Supply Management
- Donation Requests
- Brand Loyalty:
 - Post Event/Seminar Surveys
 - Tour Brochure Management & Distribution
 - Event Updates on Website
 - Savor Idaho Support
 - Online apparel store
- *Mardi Gras in New Orleans*
- *Cruise to Mexico*

Courtney Clarke

- Graduating with a Bachelor's Degree in Communications and a minor in Psychology - May 2023
 - Boise State Work U Intern
- Experience & What I have learned
 - Annual meeting
 - Letters of Support
 - Legislative meeting
 - Creating Canva images and other documents
 - Reaching out to industry and community
 - Event preparation
 - General support in any areas needed
- *Found my Wedding Dress :)*

Discussion

- Letter of Support - U of I GTD Proposal
- New Chairman
- Employee Handbook & Policies
- Region Names
 - By City

Cragin moved to appoint Mark Pasculli as Chairman of the board. Seconded. Motion Carries.

Adjourn

Cragin moved to adjourn the meeting at 11:32 AM. Seconded. Motion carries.

Respectfully Submitted,

Taylor Johnson, Administrative Assistant
Idaho Wine Commission