

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission
Board of Directors Special Board Meeting
February 18, 2021 | 9:00 AM
Meeting Was Held Virtually via [Zoom](#)

Present

Board Present via Zoom: Earl Sullivan, Telaya Wine Co; Crystal Potter, Potter Wines; Mike Williamson, Williamson Vineyards; Scott Smith, Sol Invictus Vineyard; Jake Cragin, Winemakers LLC

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

Other via Zoom: Jacqueline Groves, Cuesta Sol Vineyards

Call To Order

Dolsby called the meeting to order at 9:00 AM and welcomed everyone to the February Special Board Meeting.

Action Item

Sullivan made a motion with Pursuant to Section 67-5226, Idaho Code, the Governor has found that temporary adoption of this rule is appropriate to protect the public health, safety, and welfare of the citizens of Idaho and confer a benefit on its citizens.

These rules implement the duly enacted laws of the state of Idaho, provide citizens with the detailed rules and standards for complying with those laws, and assist in the orderly execution and enforcement of those laws. The expiration of these rules without due consideration and processes would undermine the public health, safety and welfare of the citizens of Idaho and deprive them of the benefit intended by these rules. The Governor has also found that the fee(s) or charge(s) being imposed or increased is/are justified and necessary to avoid immediate danger to the agency/department/board/commission's budget, to the state budget, to necessary state functions and services, and to avoid immediate danger of a potential violation of Idaho's constitutional requirement that it balance its budget. Therefore, we are adopting this/these temporary fee rule(s) to be effective upon sine die of the 2021 session of the Idaho Legislature. The approval is conditional and will only become effective if the rules are not otherwise approved or rejected by the Legislature and/or not extended pursuant to the Idaho Administrative Procedure Act, including sections 67-5291 and 67-5292, Idaho Code." Seconded. Motion Carries.

Savor Idaho Discussion

Dolsby presented the question to the Board on whether or not to have Savor Idaho in 2021. Dolsby opened the floor for discussion.

Thoughts and Suggestions Included were:

- Move event to another city for Savor Idaho 2021
- Logistical challenges since City of Boise isn't accepting applications until April 31, 2021
- Not hosting Savor Idaho but still being able to do something to promote Idaho wineries
- Passport for the month of June

Next Commission Board Meeting: March 18th, 2021 – 9:00 AM - Via Zoom Link

IDAHO WINE COMMISSION

- Consumers can go to wineries on their comfort level
- Drive traffic to wineries in other
- Put funds into promoting the passport for all wineries in Idaho
- Keep Savor Idaho 2022 in people's mind in our marketing efforts
- Potential discount to Savor Idaho 2022 when one does or completes a passport
- Incentive for next year Savor Idaho
 - IE: take pictures at 10 wineries and tagging us and be entered to win tickets to Savor Idaho 2022
 - Tiered System of "giveaways"

The board ultimately decided Savor Idaho as it has been in the past cannot happen this year due to COVID-19. Instead the staff will move forward developing a passport program for the month of June for the consumers to visit Idaho wineries throughout the state.

Legislation

Dolsby gave a quick update on legislation to the Board. She stated there will hopefully be a print hearing next week and the Idaho Wine Commission will be running the legislation together with Idaho Brewers United. The Idaho Wine Commission team will put together talking points for our industry and disburse.

Discussion

- Annual Meeting - February 22nd and 23rd, 2021
- VinoShipper Informational Seminar - March 2nd, 20021
- WISE Phone Seminar - March 8th, 2021

Adjourn

Potter moved to adjourn the meeting at 9:32 AM. Seconded. Motion carries.

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager
Idaho Wine Commission

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