

# IDAHO WINE COMMISSION

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Idaho Grape Growers & Wine Producers Commission  
Board of Directors Meeting  
January 16, 2020 | 9:00 AM  
Idaho Wine Commission Office | 821 West State Street, Boise, ID 83702

## **Present**

**Board:** Mike Williamson, Williamson Vineyards; Greg Koenig, Koenig Vineyards; Crystal Potter, Potter Wines; Jake Cragin, Winemakers LLC

**Idaho Wine Commission:** Moya Dolsby, Brenna Christison, Ashlee Struble and Kathryn Westlund

**Excused Absence:** Earl Sullivan, Telaya Wine Co

**Other:** Jim Thomssen, Idaho Wine Ambassador; Roger Batt, Legislative Educator; John Curtis, Fahlgren Mortine; Natalie Hickman, Fahlgren Mortine; Brett Keller, Mineral Wines

## **Call To Order**

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

## **Approval of Minutes**

Moya presented the November 2019 Minutes. With no need for discussion, Potter moved to approve the minutes. Seconded. Motion carries.

Dolsby welcomed everyone to the January 2020 Board Meeting.

## **Presentation**

John Curtis with Fahlgren Mortine presented the Idaho Wine Commission (IWC) Communication Review for 2019. Curtis went over all the stories that were highlighted by national/regional media relations. Along with traditional media, Fahlgren Mortine also focuses on influencers that come to Idaho and highlight Idaho wine in their stories via social media. Curtis mentioned they do focus on local media to get the support in our own backyard.

*Brett Keller entered the meeting at this time*

A media highlight video was shown and included information such as:

- 358 million unique media impressions over the course of the past year
- 60% increase over 2018
- Hosted 44 different media
- 31 articles were placed

Fahlgren Mortine highlighted new programs including the Grower Incentive Plan. The goal for this project is to reduce barriers to entry for those interested in creating or investing in an Idaho vineyard by establishing a resource guide.

Fahlgren Mortine helps the IWC with their website, social media outlets, marketing automation and has created a blog.

Curtis briefly went over the Strategic Plan Workshop the IWC Board had in December. He highlighted the updated mission and vision for the IWC. This focuses on where the IWC is going in the future.

*Next Commission Board Meeting: March 19th, 2020 – 9:00 AM – Idaho Wine Commission Office*

Natalie Hickman went over the new event, Camp Vino, held in September 2019. This event focused on people who were new to Idaho, haven't tried Idaho wines and/or haven't been to a vineyard. Participant survey showed wine sales from this event was high and the demand for more educational events.

Curtis moved forward to the projects for 2020. Those included but not limited to:

- Big Sky Basketball
- Continue with Marketing Automation
- Continue with the IWC Blog
- Social Media Management
- FAM Trips to Northern and Southern Idaho
- Restaurant Support Campaign
- Idaho Wine Road
- Ongoing Media Relations

Curtis then opened the presentation up to questions. No questions were asked at this time. Dolsby focused on why these projects happen and the importance of the Specialty Crop Grant.

*John Curtis and Natalie Hickman left the meeting at this time*

### **Financial Report**

#### **Approve Expenses**

Christison presented the November 2019-December 2019 financials to the Board. With no need for discussion, Potter moved to approve the financial reports as presented. Seconded. Motion carries.

### **Legislative Report**

Batt presented his Legislative Report. He noted the Legislative Session started nearly two-weeks ago. The draft legislation for the bonded warehouse will be presented next week. Batt mentioned it should be a light-lift and should have bi-partisan support.

Beer Legislation has a new draft of their legislation and the draft was presented to the Board.

Batt announced a piece of legislation that will be presented to the Legislature and that will be banning handheld devices while driving. Batt asked if there were any questions on his report. No questions were asked at this time.

Dolsby mentioned planning a Hill Day at the State Capitol. More information on this to come.

### **Education Report**

#### Annual Meeting

- Speakers booked and all ready to go
- 11 exhibitors
- FREE Tasting Room Training
- 31 currently signed up

#### Vineyard Educator

- Roundtable with Tony at the Annual Meeting
- Joel Perez - Northern Idaho Pruning Seminar

#### Wine Quality

- Dolsby presented the question if we want to continue with the Wine Quality program
- Board collectively would like to continue this program
- Planning will start taking place

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## **Brand Loyalty Report**

### Sippin in the City

- January 30th event canceled
- Refunds are happening now to consumers
- November 12th will be the next Sippin in the City event

### Savor Idaho

- Tickets go on sale March 1st
- All registration links are available
- Wineries - Split Rail, Vizcaya Winery, Kindren Vineyards, Sawtooth Winery, Ste. Chapelle Winery
- Food - Atomic Pops, Paddles Up Poke, The Chocolate Bar, The STIL
- Exhibitors - Capp Shack Creation, Idaho Creations Wine Barrel Furniture, Amico Gino Bocce Ball
- Working on a weekend incentive the weekend of Savor Idaho - stay tuned for more information!

### Idaho Wine and Cider Month

- Working on new banners for the industry
- Email out soon to purchase a banner with your winery's name on it
- Reserved banner space with the DBA already
- Plan to do the Governor's Bottle Signing again in 2020
- Beginning talks about the kick off event

### Tour Brochure

- Printed and ready for distribution
- Available for pick up now at the IWC office
- Will have boxes to pick up at the Annual Meeting

## **Staff Highlight**

### Brenna

- Wrote White Paper about Excise Tax for Governor's Office
- Quartler grand Ledge reporting
- Creating online assessment forms
- Compiling the Year in Review document
- Preparing for Legislative presentations/packets
- Planning 2020 Media tours

### Ashlee

- Celebrated 3 Years With The Idaho Wine Commission
- Tour Brochure Printed and Ready for Distribution
- Economic Infographic Document Printed
- Attended the Garden City Visitors Bureau kick off party
- Sponsorship Meetings with Kathryn + Creating Ideas for the VIP Area
- Meeting with F/M about the upcoming Big Sky Basketball Tourney Incentives

### Kathryn

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- Preparing for the spring intern from Boise State
- Working with Annual Meeting speakers and exhibitors
- Working with new Savor Idaho sponsors
- Heading to UNIFIED at the end of the month
- Working with Ashlee on new Savor Idaho VIP Perks

Moya

- Excise Tax
- Member Meetings
- Fahlgren Mortine Management
- Economic Impact Study Released
- Going to the Direct to Consumer Conference

**Discussion**

- Next Meeting March 19th, 2020 at the Idaho Wine Commission office at 9:00 AM

**Adjourn**

*Potter moved to adjourn the meeting at 10:45AM. Seconded. Motion carries.*

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager  
Idaho Wine Commission