

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting
January 21st, 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 and Grace Johnson (Intern)

Other via Zoom: Roger Batt, Legislative Educator; Sienna Cashin, Fahlgren Mortine; Jeremy Pisca, Risch Pisca PLLC; Art McIntosh, Lindsay Creek Vineyards; Julie Pond, Northwest Berry Foundation; Tom Peerbolt, Northwest Berry Foundation; Ken Burgess, Wine Institute; Melissa Sanborn, Colter's Creek Winery; Jim Thomssen, Idaho Wine Ambassador; Sheila Francis, Idaho Brewers United

Call To Order

Dolsby called the meeting to order at 9:00 AM and welcomed everyone to the January 2021 Board Meeting.

Fahlgren Mortine Presentation

Sienna Cashin with Fahlgren Mortine presented to the Board the major milestones Fahlgren Mortine had in 2020. Those included but not limited to:

- 23 Blog Post Written
- 1,267 new followers for Social Media
- 228,878 total page views on the Idaho Wine Commission website

Cashin highlighted the 2021 forward momentum that Fahlgren/Mortine is working on. Included but not limited to:

- New Dashboard Reporting
- Strategic, Year-Long Advertising Campaign
- Wayfinding Project
- Grower Resources Campaign

Cashin is excited for 2021 and all the projects planned. She then opened her presentation up for questions. No questions were asked at this time.

Approval of Minutes

Dolsby presented the November 2020 Minutes. S. Smith stated at the end of the November 2020 minutes needed to be updated to edit that Potter made the motion to adjourn the meeting but did not second it. Sullivan moved to approve the minutes as amended. Seconded. Motion carries.

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Northwest Berry Foundation Presentation

Julie Pond, with the Northwest Berry Foundation, presented to the Board and gave a brief overview of the Northwest Center for Small Fruits foundation along with some upcoming additions. Those included but not limited to:

- Creating a Website
- Logo Creation
- Increased Communication with Concise Messaging
- Social Media Content
- Looking to Streamline Research Funding
- Collaboration
- Regular Emails with Fact Sheet Information

Pond asked if anyone would be interested in the sub-committee to help leverage dollars. Dolsby stated one of our Board Members should consider this great opportunity. S. Smith stated he would reach out to Pond about being on the sub-committee.

Tom Peerbolt, with the Northwest Berry Foundation added a few more points.

- Peerbolt stated he will be our main contact. He stressed for the center to be strong, they need a three-state investment and need Idaho's participation.
- Peerbolt will be joining the IWC meetings as much as possible

Legislative Report

Batt presented his legislative report to the Board and spoke to the below topics:

Social Media Legislation

Batt stated the Beer and Wine Distributors reviewed and sent their proposed changes back to Batt.

Batt opened the floor to Pisca at this time. Pisca stated his group proposed the legislation due to aid to retailer. Pisca stated he redrafted the legislation and sent it back to Batt to review. Pisca opened it up for questions to the Board. Batt offered his thanks to Pisca and will review the draft legislation with the Board.

S. Smith raised a question about the flow of permitting. S. Smith was curious about changing the language to make it more streamline.

Sullivan stressed social media is an important topic and wineries need to follow the rules to protect their business. Sullivan mentioned everyone is in this new world of e-commerce due to COVID-19 and how promoting virtually is crucial to business. Sullivan doesn't want to put ourselves in a box with rules made prior to social media's creation.

Batt will redraft and will send it to the Board with their consideration.

Wine Excise Tax

Batt mentioned Idaho Brewers United will be proposing legislation this session to receive the strong beer tax. This would reduce the IWC's budget from around \$300k to around \$150. Batt mentioned it would be beneficial for beer and wine to work together. Dolsby expressed she wants beer to have their excise tax money to market and promote beer, while still keeping IWC's budget whole.

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Doblsy would like to increase the IWC's share of the Idaho wine excise tax and stated how it would be detrimental to the budget if that couldn't happen.

B. Smith stated she heard back from the Tax Commission. They stated her calculations for the Idaho wine excise tax are correct in the proposed draft. Dolsby stated strongly she does believe there is a solution and one of the biggest barriers is the time constraint of the legislative session.

Francis stressed her frustration to the Board and the importance of making it known the IWC doesn't oppose their legislation. Francis asked to have the record corrected with the Food Producers. Again, Dolsby stressed the IWC will not oppose any legislation. Dolsby stated as a state agency the commission cannot take formal stance on legislation.

Dolsby then opened the conversation up to the Board to get their thoughts. Potter stressed she is for supporting increasing our share of the Idaho wine excise tax.

Sullivan stressed a couple of points to the Board:

- We need to work amicably together
- We have known about this issue and we need to make a decision and move forward

S. Smith concurred with Sullivan's statement. Cragin and Williamson both stated they would support the Idaho Wine Excise Tax draft legislation. Williamson did ask if the two bills could run simultaneously. Batt added it is possible to do that as a trailer bill and have both bills presented at the same hearing.

Sullivan motioned to move forward with the proposed legislation of IWC receiving 100% of the Idaho wine Excise Tax and to run concurrently with Beer legislation. S. Smith Seconded. Motion passes.

Pisca requested to see the draft legislation. Batt will send to Pisca when draft is ready.

Canyon County Zoning Ordinance:

Batt gave an update on the Canyon County Ordinance. They currently have a final draft to present. Destination Caldwell and SSWT have been involved in creating this updated ordinance. This is a great collaborative effort to move forward. S. Smith stated it was well written, but asked about the limitation of six events. Batt will take that question back to the group and will get back to S. Smith. Batt stated that this new ordinance will apply to new wineries.

Northern Idaho Update

Art McIntosh with Lindsay Creek Vineyards, presented to the Board the January Northern Idaho Update.

McIntosh highlighted the following:

- Slower time in the tasting room for Lindsay Creek Vineyards due to COVID-19
- Busy time in production
- Lindsay Creek Vineyards is been big on events and that has been the hardest for them
- Harvest Host has been a great addition to his winery and a great opportunity during this period

McIntosh stated his involvement with the Idaho Travel Council. The main focus of the Idaho Travel Council is to promote travel and to put heads-in-beds. He's really trying to push the wine trail and get those extra days out of travel.

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McIntosh opened his update to questions. Doslby proposed the question about how the IWC can request to receive the travel funds since the Idaho wine industry does push tourism to the state. McIntosh agreed and stated the Travel Council and the Idaho wine industry ties very closely together and will talk to Idaho Tourism about this.

Financial Report

B. Smith presented the November-December financials to the Board. *With no need for discussion, S. Smith moved to approve the financial reports as presented. Seconded. Motion carries.*

B. Smith presented to the Board a few slides explaining the Excise Tax position that included but not limited to:

- State Tax Revenue
- Paid Assessments
- Loss of Funds
- Operational Expenses

Education Report

Annual Meeting 2021

- Virtual Format
- Free for Attendees
- February 22nd and 23rd, 2021
- Slide of all currently attendees show to the Board

Boot Camp - TRADE

- Scheduled for September 27th and 28th, 2021

WISE Social Media Training

- January 11th and 12th, 2021
- Grant Funded
- Recordings are on our Resources Page
- 33 Attended Monday
- 22 Attended Tuesday

Vineyard Educator - Vineyard Round Table

- Joel Perez Round Table
- Grant Funded
- Coming Up - January 26th, 2021 at 10:00 AM (MST)
- Virtually
- 2 Pesticide credits available with guidelines that need to be met

Round Table with Captain Doty

- February 2nd, 2021
- 10 AM (MST)
- Virtual Event

WISE Phone Sales Seminar

- March 8th, 2021
- Grant Funded
- 10 AM (MST)
- Virtual Event

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Brand Loyalty Report

Dolsby started the Brand Loyalty Report by showing our latest video featuring Harvest in Idaho.

Media Mission

- Currently working with F/M to make virtual media mission
- virtual media mission & paid media
- March 30th and 31st
- Information went out in the past weekly email to the industry

Road Show

- Grant Funded Program - Partnership with F/M
- Currently working with F/M to create a virtual Road Show Spring 2021

Tour Brochure

- IWC will get it's first shipment Friday, January 22nd
- Sold \$12,500 in advertisements

Savor Idaho

- Working with City of Boise
- June 12th and 13th, 2021
- 2 waves each day with 400-500 people
- Had meeting with the Idaho Botanical Garden
- Survey was sent out to the industry in the recent weekly email
- Dolsby opened the topic of Savor Idaho questions to the Board
 - Potter asked about sponsorships. B. Smith stated most sponsorships are in-kind
 - Potter stated she would participate
 - S. Smith stated being able to sell is a benefit and he would participate
 - Sullivan stated he would participate and food trucks being there would be a benefit
 - Sullivan suggested asking the Basque Market to participate
 - Create an environment where everyone is physically distanced
 - Williamson stated he would participate

Dolsby then presented to the Board the recent Media Highlights. All highlights can be found on our website under the NEWS section.

Action Plan

Dolsby mentioned the Action Plan was sent out prior to the Board for the Board Members to review in advance. Dolsby proposed the question about events and what are the collective thoughts on the IWC doing one event a year (Savor Idaho). The Board collectively agreed and with the reality of the environment right now, it's hard to plan too far out with events. B. Smith added we are currently working within a budget that doesn't include Savor Idaho.

Camp Vino

Dolsby asked the Board if the IWC should continue with this consumer event. B. Smith added the increase of touring companies throughout Idaho that already offer this service to consumers. S. Smith and Potter voiced the importance of supporting the IWC to not proceed with this event and focus efforts on getting more grapes in the ground and helping spread the word of Idaho wine.

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Staff Highlights

Moya Dolsby

- Correspondence with Industry
- Fahlgren Meetings
- Staff Adjustments
- Budget Reviews
- Legislative Planning
- Shifting of programs
- Savor Idaho Planning

Brenna Smith

- Industry Meetings
- Completed Yearly Grant Reports
- Executed 2nd round of Taste Idaho Gold
- Completed the Action Plan & Results documents
- Created new assessment forms & Designed new Year In Review Document
- Worked with ISDA & FM on Grant Revisions
- Prepped new grant information for grant writer
- Completed Monthly Financials (Dec & Jan)
- Completed Quarterly PR Tax Reporting
- Completed Quarterly Grant Ledger Reports
- Completed Yearly PR Tax Reporting
- Updated Excise Tax Powerpoint
- *Adopted Abby from Humane Society*
- *Announced we are expecting a Baby Boy July 1st*

Ashlee Struble

- Industry emails and other stand alone emails
- F/M Status Meetings
- Listened to Governor's Addresses
- Website updates
- Seminar logistics and planning
- Created Landing Page for Annual Meeting
- Meeting with Garden about Savor Idaho
- Reached out to the City of Boise about Savor
- Meeting with new intern
- Blog Management
- Social Media Calendar Approval
- Attended 2 Day WISE Social Media Seminar
- *Enjoying family time & sledding in the mountains*
- *Had a great and COVID-SAFE Holiday & New Years*

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Grace Johnson (WorkU Intern)

- Originally from Boise
- Loves being outdoors
- Senior at BSU studying Environmental Studies
- Loves to cook and bake
- Loves animals - especially dogs
- Ultimate Goal: Make a change within the food industry to reduce waste and increase sustainability

Discussion

- Lifetime Achievement Award - *Board to send Struble your nominations*
- Industry Award - *Please send Struble your nominations and information will come out shortly to the industry via email.*
- Next Board Meeting March 18th, 2021 at 9:00 AM via Zoom

Adjourn

Potter moved to adjourn the meeting at 11:02 AM. Seconded. Motion carries.

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager
Idaho Wine Commission

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