

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission

Board of Directors Meeting

January 13th, 2022 | 9:00 AM

Idaho Wine Commission Office - In Person AND Virtual Option

Zoom Link - <https://idahowines-org.zoom.us/j/87070207248?pwd=bEYraWdmME5lcUhxRoR5dzZFTTV1UTo9>

Present

Board: Mark Pasculli, Rolling Hills Vineyard; Earl Sullivan, Telaya Wine Co.; Crystal Potter, Potter Wines; Jake Cragin, Skyline Vineyards; Scott Smith, Sol Invictus Vineyard

Idaho Wine Commission Virtually: Moya Dolsby

Idaho Wine Commission: Brenna Smith, Ashlee Struble, Anna Clare Nelson, Natalia Howard

Others In Person: Roger Batt, Legislative Educator; Jim Thomssen, Idaho Wine Ambassador

Others Virtually: Coco Umiker, Clearwater Canyon Cellars; Lauren Rozzo, Fahlgren Mortine; Hailey Minder, 3100 Cellars; Sheila Francis, Idaho Brewers United; Jermei Pisca, Risch Pisca, PLLC

Call To Order

Dolsby called the meeting to order at 9:00 AM

Approval of Amended Agenda

Dolsby presented the Amended Agenda. With no need for discussion, Sullivan moved to approve the amended agenda. Seconded. Motion carries.

Approval of Minutes

Dolsby presented the November 2021 Minutes. With no need for discussion, Potter moved to approve the minutes. Seconded. Motion carries.

Dolsby welcomed everyone to the January 2022 Board Meeting.

Fahlgren Mortine Presentation - Laurn Rozzo

Lauren Rozzo with Fahlgren Mortin presented to the Board the 2021 year in review with plans for 2022.

Rozzo highlighted 2021 efforts and those included but not limited to:

- Almost 25,000 unique visitors
- 6,500 total page views
- 55 media placement (*nation, regional and local*)
- 700 Million audience reach
- Open rate of 26% for emails (*both above industry benchmarks*)
- Support IWC with their social media efforts
- 500 new followers on social media in 2021
- 12,000 post interactions
- Blog content - 18 different posts
- Tour brochure creation and finalizing the 2022 edition

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Rozzo also gave a snapshot of some of the creative efforts Fahlgren Mortine created for our industry. Included but not limited to:

- Savor Idaho Passport
- Sip Local Graphics
- Bingo creation
- Published a Growers Resource page with automated emails to keep them engaged (*grant funded project*)
- Two Successful Virtual Media Missions
- 12 Days of Holiday Cheers

Rozzo then presented a slide which included a snapshot of media placements for 2021. She stated there was a heavy emphasis on national exposure.

Lastly, Rozzo touched on their 2022 plans for the Idaho Wine Commission.

- Continue creating the social media content
- Wine wayfinding project
- Grower Resources
- Strategic year-long advertising campaign
- Media partnership
- Two separate FAM projects to come visit and experience Idaho wine and our industry
- Looking to secure additional grant funding

Northern Idaho Report - Coco Umiker, Clearwater Canyon Cellars

Coco Umiker presented to the Board an update on Northern Idaho. She stated, currently it's a quiet time. Sales/activities are down and preparations are being made for upcoming busier months.

Her biggest news she shared with the Board was Karl and her are now parents.

Umiker then touched on these points about her winery/vineyard:

- Crop loads were down 25%
- Yields were down but as long as the smoke stayed out of the grapes the quality will be great
- For CCC - two years in a row they had lower crop yields
- Excited for years to come
- They were able to find extra fruit to supplement
- All wineries in Northern Idaho seem to be pretty positive on sales; finished the year well

Umiker stated their vineyard, Umiker Vineyard, had the highest temp for the year - 115 degrees this summer.

Umiker opened her presentation with questions. Dolsby mentioned the Idaho Wine Commission will hold their March 2022 Board Meeting in Northern Idaho. Umiker is looking forward to it and has it on her calendar.

Legislative Report

Batt reviewed his report which was included in the Board Packet. He stated the 2022 Legislative Session kicked off on Monday, January 10th, 2022 and it's looking to have the session adjourned on March 25th, 2022.

Batt reviewed Governor Little's goals and objectives for this coming year. He mentioned the State carried over a \$820 million surplus funding from last fiscal year. Treasure Valley Water Users Association and the Idaho Water Users Association are joining forces to put in a for a large funding package which would provide funding for aging infrastructure and other infrastructure throughout the state.

Batt presented to the Board his plans of action to work with the Joint Finance and Appropriations Committee to see if they will approve one or more of the following COVID-19 funding packages for the Idaho Wine Commission.

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- \$200,000 for not being able to host events
- \$100,000 to restore education funding for the industry lost during COVID-19
- \$1.475 million for marketing the industry over a 2-year period

Batt's intent is to get as much of the funding requested. He also stated we may or may not be called in to testify. S. Smith did highlight it would be helpful to state in the document how we are going to restore the Idaho wine industry prior to COVID-19 with these requested funds. E. Sullivan added we should also mention staffing prior to COVID-19 and what it would be to make us whole again and supported the statement of what our plans are with the funds, if received.

Ada County

Batt and Dolsby are meeting with Ada County on Friday. The purpose of this meeting is to discuss issues wineries are having with planning and zoning. M. Pasculli asked if the Zoom link would be sent out. Batt will send the Zoom link out to the Board for their attendance.

Right Farm

Batt touched base on the Right to Farm Act. He explained his reason for not moving forward with this legislation. He has met with other commissions and it was a consensus among those other commissions to not to move forward. This is a tough sell due to the qualifications to meet agriculture practices. This raises a question on how a tasting room is considered agriculture.

It was stressed the Idaho Wine Commission and Board need to work together to create a potential second bill to focus on wineries and the impact those have in to our industry and the industry as a whole. Batt asked Pasculli if they could work together for a redraft of the legislation. Batt did suggest we could do preemptive legislation specific to our industry. The Idaho Wine Commission can draft legislation still in this session to present to the Governor's Office.

Natalia Howard joined the meeting at this time

Financial Report

B. Smith presented the budget and current financials with the Board. *With no need for discussion, Potter moved to approve the financial report. Seconded. Motion carries.*

Education Report

Industry Seminar Grant Funds

- 15 people completed education opportunity
- 6 people signed up to complete
- \$4,910 spent of the \$8,500

Annual Meeting - February 21st and 22nd, 2022

- Speakers confirmed
- Registration open and emails are being sent to industry to register
- Sponsorship Status - \$2,750
- The board was asked to email and call members to encourage them to sign up

Idaho Wine Competition

- May 24th, 2022
- Registration out March 2022

Education Seminars

- Planning educational seminars

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- January - June currently booking
- WISE in January 2022
- Kade Casciato Vineyard Seminar in Northern Idaho

Brand Loyalty Report

Savor Idaho/Idaho Wine and Cider Month

- Sponsors are being contacted
- Exhibitors are being contacted
- Event planning and logistics
- Applications and approved for flags in Caldwell and Lewiston

Dolsby then reviewed the slides with the Board which covered recent media placements and recent blog posts on the Idaho wine industry. All these highlights can be found on our website under the NEWS section.

Staff Highlights

Moya Dolsby | Executive Director

- Legislation
- Budget Reviews
- Fahlgren/Mortine Status Meetings
- Action Planning session
- Grants
- Gonzaga Leadership Program
- DBA/Garden/SWITA board/Wine America

Brenna Smith | Operations & Finance Manager

- Created Year In Review Document
- Assessment preparations
- ASANA implementation
- Monthly Financials
- Quarterly Grant Ledger Reporting
- Annual Meeting Planning
- Grant Preparations
- Savor Idaho Preparations
- Monthly Seminar Planning
- *Gentry's 1st Christmas!*

Ashlee Struble | Industry Relations Manager

- Industry emails / stand alone emails
- Consumer emails
- F/M Status Meetings
- Website updates
- Industry Meetings
- Action Plan Meeting
- Savor Idaho Sponsorships
- Winery profile updates
- Learning ASANA
- Board Meeting Prep for 2022 (*Jan. & March*)
- Social Media Calendar Approval
- Blog Management
- *Went to Colorado to ring in the New Year*

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Natalia Howard | Admin Assistant

- Editing documents
- Learning and using ASANA
- Preparing for Savor Idaho
- Learning Hub Spot
- Creating surveys
- *Graduated from WSU!!*

Anna Claire Nelson | Intern through BSU Work U Program

- Senior at Boise State, Graduating Spring 2022
- Studying Construction Management
- Working on creating stickers of this logo
- Brushing up on iMovie skills to create a fun winery video project
- Looking for local popsicle companies for Savor Idaho

Discussion

- March 2022 Board Meeting in Northern Idaho
- Producer (Winery) Board Seat Nominations

Staff Compensation - Executive Session- Idaho Code Section 74-206 -

74-206. EXECUTIVE SESSIONS — (1) An executive session at which members of the public are excluded may be held, but only for the purposes and only in the manner set forth in this section. The motion to go into executive session shall identify the specific subsections of this section that authorize the executive session. There shall be a roll call vote on the motion and the vote shall be recorded in the minutes. An executive session shall be authorized by a two-thirds (2/3) vote of the governing body. An executive session may be held:

(b) To consider the evaluation, dismissal or disciplining of, or to hear complaints or charges brought against, a public officer, employee, staff member or individual agent, or public school student;

Sullivan moved to enter into Executive Session to discuss staff compensation. Seconded. Motion carries at 10:20 AM.

Roll Call:

Crystal Potter – Yes

Mark Pasculli – Yes

Jake Cragin – Yes

Scott Smith – Yes

Earl Sullivan – Yes

Potter moved to close the Executive Session at 10:41 AM. Seconded. Motion carries.

Dolsby resumed the Board of Directors meeting at 10:42 AM.

IWC will gather more information and call an executive session in the next few weeks.

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Adjourn

S. Smith moved to adjourn the meeting at 10:42 AM. Seconded. Motion carries.

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager
Idaho Wine Commission

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