

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting
July 25, 2019 | 9:30 AM
Idaho Wine Commission Office

Present

Board: Mike Williamson, Williamson Vineyards; Earl Sullivan, Telaya Wine Co.; Greg Koenig, Koenig Vineyards; Crystal Potter, Potter Wines; Jake Cragin, Winemakers LLC

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

Excused Absence: Brenna Christison, Idaho Wine Commission

Other: Jeremy Pisca, Risch + Pisca, LLC; Jim Thomssen, Idaho Wine Ambassador; Brent Olmstead, University of Idaho; Samantha Parrott, University of Idaho, Hailey Minder, 3100 Cellars; Louis Hougaard, Policy Advisor with Governor Little

Call To Order

Dolsby called the meeting to order at 9:30 AM.

Approval of Minutes

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

Dolsby welcomed everyone to the July 2019 Board Meeting and introductions were made. She welcomed and introduced, Kathryn Westlund, the newest team member, to the Board.

Jeremy Pisca joined the meeting at this time

Earl Sullivan joined the meeting at this time

Presentation

Brent Olmstead, with the Idaho Center Plant & Soil Health in Parma, presented to the Board about the Research Center in Parma. They have plans to make the research center up-to-date. The current state of the research center is aging and making it hard to recruit high-qualified faculty.

Jake Cragin joined the meeting at this time

Olmstead gave a brief overview of the history of the Parma research center along with an overview of the visioning session that took place in 2018. They are looking to establish partnerships and pooling resources that can move Parma forward. They are asking for support across the state to move Parma in the right direction.

Olmstead stressed the importance of Parma and those include, but not limited to:

- Unique microclimate
- Highest diversity of crops grown in the state – over 40
- Region known as a mecca in research

Olmstead stated what the upcoming plans for Parma are, which includes a nation-wide search for new faculty in the upcoming years, new student housing and more. He then presented the vision of a new building, The Parma

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R&E Center, to the Board. He also presented the estimated cost and how the University plans to pay for the building, along with the estimated timeline for the project.

One bullet point to draw financial support will be asking the industry to help raise funds. The University plans to raise at least \$600,000 the next five years along with other ways of financial support. Samantha Parrott mentioned how other commissions are helping to raise funds for this project. Other commissions that are helping include (but not limited to) are:

- Onion Commission - Double their assessment to support Parma
- Hop Commission - raised their assessment 11% to support Parma

Dolsby presented the question as to when The University of Idaho would need to know the extent of our support. Olmstead stated that if we could let them know in December 2019.

Parrott and Olmstead left the meeting

Dolsby brought up the question to the Board on how the Idaho Wine Commission would like to support the Parma Research Center. Ideas were talked about such as:

- Raising the assessments a certain percentage
- Contribution gift over 10 years

Sullivan stressed that before we commit to the funds, that would need to have an agreement from the University about an extension person. Dolsby plans to do more research and get back to the Board with more thoughts and ideas.

Financial Report

Approve Expenses

Dolsby presented the May/June 2019 financials to the Board. With no need for discussion, Sullivan moved to approve the financial reports as presented. Seconded. Motion carries.

Dolsby presented the amended budget for 2019/2020. With no need for discussion, Potter moved to approve the amended 2019/2020 budget as presented. Seconded. Motion carries.

Legislative Report

Roger Batt went over his legislative report and reminded everyone about the food code that was presented at the last meeting. Struble mentioned that she emailed the City of Boise on an update and has yet to hear back. Batt then stated that the wine warehouse legislation has been presented to DFM (Department of Financial Management) and ready to go for the 2020 Legislative Session.

Batt went on to mention that the Beer and Wine rules might merge to take out duplicates of the language. The Board looks forward to seeing a draft before it moves forward. It was stated that this is more of an administration merge than anything else.

Beer Tax –IBU (Idaho Brewers United) does plan to present legislation in 2020 on updating the beer tax. This would impact the IWC budget.

Grape Tax - It was brought to the attention of the Idaho Wine Commission about assessing a tax to Oregon wineries that purchase grapes in Idaho and if we should consider this tax. Since our assessments are voluntary we couldn't enforce this. It was suggested to make the wine and grape assessments mandatory.. Batt stressed that it was difficult to do that. Sullivan asked to see the Oregon language with this rule.

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Wine Ordinance

Batt finally mentioned that Canyon County is planning a wine ordinance and plans to rewrite the code. IWC is expected to see a draft again before going to Planning and Zoning.

Education Report

Vineyard Consultant

- 35 Attendees at May 2019 Roundtable
- August 2019 visit is currently being scheduled
- Roundtable scheduled for SCORIA and Colter's Creek

Annual Meeting

- Finalizing agenda
- February 25th – 27th, 2020
- The Riverside Hotel
- Still looking for speaker ideas – *Kathryn asked the Board for suggestions*

Wine Quality

- Usually during the Annual Meeting
- Looking for recommendations from the Board on the direction
- Move forward in the direction of having a winemaker to conduct Wine Quality

Research Under Grants

- Can only apply for two grants at a time
- Are we interested in joining ideas of grants with other Commissions?
 - *We will wait and see about the Parma Research Center*

What Would The Board Like to See in Education to Improve the Industry?

- Extension person
- Send thoughts to the Idaho Wine Commission
- Continue doing the roundtable
 - Is there a similar program on the wine side?
 - Barrel seminar?
 - Wine Making seminar?

Idaho Wine Competition

- Welcome Dinner Confirmed
- Currently working on Wine Tour Schedule for Judges
- Emails going out weekly for registration

Camp Vino

- Partnership with F/M
- SOLD OUT
- Focusing on new consumers

Boot Camp 2019

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- Registration went out
- Trade focused
- Idaho Preferred helping to sponsor
- Itinerary set

Brand Loyalty Report

Savor Idaho

- 1,200 in attendance
- 83% new attendees and 17% repeat
- 26 wineries, 12 exhibitors, 22 sponsors and 16 food vendors
- \$54,907 in revenue

Idaho Wine and Cider Month

- Over 50 events throughout the month of June
- Great response for the Lobby Hop
- Great turnout at the Governor's Bottle Signing
- Survey went out to both consumers and industry

Sippin in the City

- November 7th and January 30th
- NEW LOCATION – Linen Building

Discussion

- Strategic Planning Session in December – Half day
- Member Reports – *Dolsby ask the Board if having these reports were beneficial to their winery. The Board suggested, doing them yearly and sending the media reports quarterly.*

Staff Highlights

Ashlee

- Successful Idaho Wine & Cider Month
- Great response from Trade about Lobby Hop Event
- Savor Idaho Execution
- Bottle Signing with Governor
- Brian Calvert in Boise
- Attended Sunnyslope Wine Trail Association meeting

Brenna

- Kathryn's Training
- Savor Idaho Execution
- End of Year Financials
- Quarterly Grand Ledger Submissions
- Quarterly Payroll Reporting
- Dropbox to Google Drive Transfer

Kathryn

- Savor Idaho Execution
- Booked Vineyard Consultant's August visit
- Meeting with Sponsors

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- Planning Sippin in the City 2019/2020
- Annual Meeting Planning

Moya

- Savor Idaho Execution
- Kathryn's Training
- Excise Tax
- Wine Business Monthly at Ste. Michelle
- Possible Partnership with WA on trade event in Los Angeles

Louis Hougaard *joined the meeting at this time*

Batt asked Louis Hougaard to clarify the Governor's stance on the beer tax. Moving forward, conversations need to include going over the Idaho Wine Commission's budget and focus on targeting how to fill the hole in the budget. Key is continuing to navigate discussions with the beer industry on how to move forward. The economic impact study will validate the needed guidance.

Adjourn

Sullivan moved to adjourn the meeting at 11:38 AM. Seconded. Motion carries.

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager
Idaho Wine Commission

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