

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting
July 16, 2020 | 9:00 AM
Telaya Wine Co. & Zoom | 240 East 32 Street, Garden City, ID 83714

Present

Board: Earl Sullivan, Telaya Wine Co.; Jake Cragin, Winemakers LLC; Scott Smith, Sol Invictus Vineyard

Board Present via Zoom: Mike Williamson, Williamson Vineyards

Excused Absence: Crystal Potter, Potter Wines

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

Other via Zoom: Roger Batt, Legislative Educator; Jim Thompson; Joshua Storm, Parma Ridge Winery & Bistro; Sheila Francis, Idaho Brewers United; Melissa Sanborn, Colter's Creek Winery

Call To Order

Dolsby called the meeting to order at 9:00 AM.

Dolsby welcomed everyone to the July 2020 Board Meeting and welcomed our new board member, Scott Smith with Sol Invictus Vineyard. Smith was given his board member binder at this time.

Approval of Minutes

Moya presented the May 2020 Minutes. *With no need for discussion, Sullivan moved to approve the minutes. Seconded. Motion carries.*

Northern Idaho Update

Melissa Sanborn gave a Northern Idaho update to the Board. She mentioned that the Lewis Clark Valley Wine Alliance meeting is today and they would like to focus on education for the next couple of years. Sanborn also hit on these points for Northern Idaho:

- Mentioned Rivaura Estate Vineyards and Winery is open and how to market both the destination winery and Lewiston's wineries
- Things are looking great - vines are starting to shut down after all the rain this spring
- Preparing for harvest and vineyard management
- Williamson mentioned it was the second wettest June on record in Southwestern Idaho
- Moisture for Northern Idaho was early June - which was helpful

Financial Report

Christison reviewed the purple sheet and noted the Idaho Wine Commission will end the year with a deficit and projected plans to make up the funds. The budget is down overall \$44,000 for the 2019/2020 Fiscal year and projected to make up some of that during this next fiscal year. The deficit was due to not having Savor Idaho in 2020 due to COVID-19.

Christison presented the financials as presented to the Board. *With no need for discussion, Sullivan moved to approve the financial reports as presented. Seconded. Motion carries.*

Next Commission Board Meeting: September 17, 2020 – 9:00 AM – ZOOM

Christison also presented to the board the final assessments. Christison also highlighted the recent grant revisions which included: Seattle Media Mission and the two Media Trips that were included in the grant.

Paid Assessments

3100 Cellars
Bankhead Vineyard
Bitner Vineyards
Bruneau Vineyard
Cabin View Winery
Camas Prairie Winery
Cinder Wines
Clearwater Canyon Cellars
Coiled Wines
Cold Springs Winery
Colter's Creek Winery
Coeur d'Alene Cellars
Cuesta Sol Vineyards
Dude DeWalt Cellars
Emerald Slope Vineyard
Frenchman's Gulch Winery
Finca Beseda
Fujishin Family Cellars
HAT Ranch Winery
Hells Canyon Winery
Huston Vineyards
Indian Creek Winery/Stowe Vineyards
Jovinea Cellars
Kerry Hill Vineyards
Kindred Vineyards
Koenig Vineyard
Lanae Ridge Vineyard
Lindsay Creek Vineyards
Meadowlark Hills Vineyard
Meriwether Cider Co.
Par Terre Winery
Payette River Ridge Vineyard
Pend d'Oreille Winery
Potter Wines
Rivaura Vineyards
Rock Spur Vineyards
Rolling Hills Vineyard

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SCORIA Winery
Sheppard Fruit Wines
Skyline Vineyards
Sol Invictus Vineyard
Split Rail Winery
Sweetbriar Vineyard & Winery
Telaya Wine Co.
Two Bad Labs
Vickers Vineyard
Villa Mori Vineyard
Vizcaya Winery/Windy Ridge Estate Vineyard
W2
Williamson Vineyards

Legislative Report

Batt stated to the board that over the past three months we have worked hard to make sure wineries could stay open for business during COVID-19. He thanked the Governor's office and local Government for all their support and clarifications that wineries are not bars.

Social Media Legislation

Social Media legislation was approved and draft legislation was sent to Jerney Pisca with the Idaho Beer and Wine Distributors. Pisca has yet to respond. This would allow wineries to utilize social media to help promote an event or product. Batt plans to follow up with Pisca.

Clean Up Legislation

This piece of legislation was approved by DFM. This is to clarify that strong beer shall not be considered wine.

Idaho Excise Tax Draft

The Excise Tax Legislation has been put on hold. DFM doesn't want to approve this legislation until they hear if the Beer Industry will bring any legislation to the 2021 Legislative Session.

Treasure Valley Legislative Ag Tour

The 2021 Treasure Valley Legislative Ag Tour is being planned for August 23-25, 2021. One of the Tour stops will be an Idaho Preferred Dinner at one of the wineries with a presentation on the Industry. They will have about 80 Legislators in attendance for the Tour next year. Batt requested support from the Idaho Wine Commission for this tour of \$2,500.

Water Standards

Batt mentioned the EPA recently came out with a decision regarding cold water standards and criteria in Idaho Water bodies that will make meeting the Water Quality Standards for these water bodies non-attainable. This decision will impact Agricultural areas where these requirements are to be met. Batt is meeting with DEQ and the EPA Region 10 office to begin the next steps on this issue.

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Association

Batt asked the question about creating an Association for the wine industry and our thoughts on moving forward on that. Dolsby mentioned there is no legal way that we have found, for the Idaho Wine Commission to fund an association. It would need to be funded by member dues.

Education Report

Annual Meeting 2021

- February 22nd and 23rd, 2021
- Speakers have been contacted and contracts are signed
- Riverside Hotel in Garden City, Idaho
- Agenda Set

Dolsby raised the question to the Board about having the Annual Meeting virtual. Williamson mentioned we should maybe prepare to do the Annual Meeting virtual and if the Riverside Hotel is willing to put in the contract a COVID-19 clause. Sullivan suggested having a deadline to make the call to have the meeting in-person or virtually. Westlund will create a Plan B (virtual) for the Annual Meeting and reach out to the Riverside Hotel to add wording in the contract before signing.

Vineyard Consultant - July 2020

- Round Table in Northern Idaho
 - July 24th at Colter's Creek Winery - 9 AM (Pacific)
- Round Table in Southern Idaho
 - July 29th at Kerry Hill Winery - 12 PM (MST)
- New Model on Education Opportunities:
 - Bring in other consultants to the industry
 - Industry can schedule their own additional time

Boot Camp

- Trade Event
- September 28th and 29th
- Dolsby presented the question to the Board about whether or not we should have this event
- Sullivan suggested we cancel Boot Camp for 2020 due to COVID-19 safety concerns
- *Boot Camp canceled for this year*

Camp Vino

- September 13th
- Team is brainstorming different ways to do this event with trolleys
- Sullivan mentioned that we would run into the same issue that Boot Camp has and suggested that we cancel this event due to COVID-19 safety concerns
- *Camp Vino canceled for this year*

Idaho Wine Competition

- August 18th, 2020
- Koenig Vineyards
- Industry Reception canceled
- Figuring out the details of the Welcome Dinner
- Email out to Eric Degerman on updates from the judges
- Registration open
- Struble to contact Eric Degerman letting him know that wineries may not be registering because of concerns it will be cancelled. They want to know the show will go on before they register

Brand Loyalty Report

Road Show

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- Grant Funded Program - Partnership with F/M
- Postponed due to COVID-19

Savor Idaho

- Cancelled due to COVID-19
- Currently fielding emails/calls from consumers about refunds
- Savor Idaho Gift to consumers - thank you to wineries participating in this effort
- June 2021 Set

Idaho Wine and Cider Month

- Bottle Share Video (*created new this year*)
- Video of Support from Governor Little
- Partnership with DairyWest and Albertsons (*new and will be on going for every June*)
 - Videos every week highlighting Idaho Cheese and Idaho Wine

Media Tours - Northern Idaho and Southern Idaho

- Postponed due to COVID-19
- Grant Revision submitted to ISDA making these individual trips instead of group trips

New Event Ideas

- UnWined - Parma Drive-In movie theater event
- Escape with Idaho Wine - August promotion (*participating wineries*)
- Sippin in the City - new date in November to hold the event in waves at the Linen Building
- Sip, Savor and Stroll - on hold due to COVID-19

Tour Brochure

- Edible Idaho's quote was too high to take over
- Created Google Doc for wineries to update their own information
- Spec Sheet updated

Staff Highlights

Brenna

- Created New Board Member Packet
- Reviewed new event budgets
- June Financials
- Submitted Grant Ledgers
- Fahlgren Meetings
- Virtual WineAmerica Meeting
- Completed end of year financials
- Finished receiving assessments
- *Unplanned her wedding for Hawaii + Planning a Boise wedding*
- *Quick overnight escape to Deadwood Reservoir*

Ashlee

- Coordinated Brian Calvert's Boise Visit
- Fahlgren meetings
- Industry meetings
- Sunnyslope Wine Trail Association Meeting
- SWITA Meeting
- Created landing page for Idaho Wine and Cider Month

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- Industry emails
- Started the 2021 tour brochure process
- Coordinating Tony and Kade's July visit
- Logistics for the Idaho Wine Competition
- Working with Kathryn on the Escape With Idaho Wine promotion
- *Went camping (sans kids) to Coos Bay, OR*

Kathryn

- Putting a cork in Savor Idaho and communicating with consumers
- Brainstorming new event ideas
- Working on logistics of UnWined at the Movies
- Working with Ashlee on Escape With Idaho Wines
- Annual Meeting logistics
- *Got engaged*
- *Buying a house*

Moya

- Correspondence with the industry
- DBA Board Meeting
- Fahlgren Meetings
- Sunnyslope Wine Trail Association Meeting
- Brainstorming new event ideas
- *Hanging out with family and dreaming about camping adventures*

Discussion

- Dolsby mentioned we will have a board meeting via Zoom in the Fall
 - Zoom Link
 - September 17th, 2020
- Board Meeting November 19th, 2020
- Wineries on the Zoom call and Board Members gave updates on their wineries

Adjourn

Sullian moved to adjourn the meeting at 10:30 AM. Seconded. Motion carries.

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager
Idaho Wine Commission

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