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 is 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

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

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