

# IDAHO WINE COMMISSION

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Idaho Grape Growers & Wine Producers Commission

Board of Directors Meeting

May 20, 2021 | 9:00 AM

Idaho Wine Commission Office - 1st Floor Conference Room

Zoom Link: <https://idahowines-org.zoom.us/j/88394356653?pwd=Ro5MZOExMU94WitFSFMzUCtGVDVtdzo9>

821 West State Street, Boise, ID 83702

## **Present**

**Board:** Jake Cragin, Winemakers LLC; Scott Smith, Sol Invictus Vineyard; Mark Pasculli, Rolling Hills Vineyard; Earl Sullivan, Telaya Wine Co.

**Excused Absence:** Brenna Smith, Idaho Wine Commission; Crystal Potter, Potter Wines

**Idaho Wine Commission:** Moya Dolsby, Ashlee Struble and Natalia Howard

**Other via Zoom:** Elisa Ford, Northwest Berry Foundation; Sienna Cashin, Fahlgren/Mortine; Roger Batt, Legislative Educator, Dodds Hayden, Hayden Beverage; Jeremy Pisca, Risch Pisca, PLLC; Michaela Jellicoe; Community Attributes, Inc.; Madalina Calen, Community Attributes, Inc.

## **Call To Order**

Dolsby called the meeting to order at 9:03 AM.

## **Approval of Minutes**

Moya presented the May and June 2021 Minutes. *With no need for discussion, S. Smith moved to approve the minutes. Seconded. Motion carries.*

Dolsby welcomed everyone to the July 2021 Board Meeting and welcomed our new Board Member, Mark Pasculli with Rolling Hills Vineyard.

## **Fahlgren/Mortine Update**

Sienna Cashin, with Fahlgren Mortin, presented to the Board a year-to-date update. This update included but not limited to:

- Great local media coverage for Idaho Wine and Cider Month
- Mentioned to the Board about the Sip Local Bingo campaign
- Grower specific resources page on our website now available for those interested in planting in Idaho
- Overview of our new videos
- Went over the project execution of the Virtual Media Mission held in March 2021. This was a two day virtual media event highlighting wine culture, information about travel to Idaho and local state food.

Dolsby raised a question, asking if the state of the world will be doing more virtual media missions. Cashin stated it was something for us to consider. It was very easy for some media schedules so she feels it could be a nice hybrid mix. Cashin also highlighted from the Virtual Media Mission:

- Secured 20 top tier journalists with readership of over 100 million
- 11 placements secured to date
- 12,111,054 impressions generated

*Next Commission Board Meeting: September 16, 2021 – 9:00 AM – Idaho Wine Commission*

Moving forward in the future months, Cashin mentioned harvest highlights and finalizing creative for the upcoming holiday campaign.

*Michaela Jellicoe joined the meeting at this time*

*Madalina Calen joined the meeting at this time*

*Jeremy Pisca joined the meeting at this time*

*Sienna Cashin left the meeting at this time*

### **Legislative Report**

Batt reviewed the three 2022 legislation topics to the Board in which the Idaho Wine Commission will be bringing to the 2022 Legislative session. Those include:

- Right to Farm Amendments
- 75% Requirement for Consent
- Household Wine

He stated these topics are currently to DFM. Batt stated he is waiting to hear back from the Governor's office to see what we are going to proceed with. S.Smith asked Batt what committees will each of these topics be heard in. Those include:

- Right to Farm Amendments - Agriculture Committee
- 75% Requirement for Consent - Revenue Tax Committee
- Household Wine - State Affairs Committee

Batt mentioned the upcoming Legislative Ag Tour coming up in August. This is a 3-day tour and will highlight agriculture in the Treasure Valley.

*Dodds Hayden joined the meeting at this time.*

Dolsby and Batt mentioned they met with Commissioner Kendra Kenyon. They both stated she seemed very supportive of the industry and would like to provide some sort of zoning ordinance. Batt asked Pasculli to join him in reviewing plans together. It was stressed to make this a high priority for the IWC.

Batt gave a brief overview of the water issues:

- Second worst drought
- What we are experiencing right now with water is bad

Hayden then asked the question about the water for our industry. Cragin responded to his questions by stating it depends on your own water rights and if you have a well or not. Cragin also pointed out:

- Not much mitigation you can do
- There are techniques wineries can do as well when the grapes are harvest and brought to them
- It's not just Idaho - this is a PNW issue
- Early harvest this year

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### **Presentation - Community Attributes, Inc.**

Michaela Jellicoe, Senior Economic Analyst, was joined by Madalina Calen, both with Community Attributes, Inc. Together they gave an overview of their findings of the economic impact study they conducted.

- Industry Cluster Map
- Statewide Economic Impact
- County Economic Impact
- Growth Opportunities and Challenges

Jellico shared a cluster map with the Board as a quick overview of how they started thinking of the industry. Their next step was to look at production followed by employment. Highlights included:

- 720 jobs
- \$20.7 million in labor income
- \$74.1 million in business revenue

They also looked at wine tourism (out of state only) and the highlights from this finding was:

- 1,600 jobs
- \$42.7 million in labor income
- \$135.5 million in business revenue
- In 2017 an estimated 744,000 non-Idaho residents visited wineries in the state. This included wine-specific vacations as well as winery visits as a part of a larger itinerary

In the county impact study their findings included:

- Ada, Canyon, Nez Perce, Latah and Kootenai counties contained 52 wineries in 2017
- These wineries produced an estimated 219,000 cases of wine. Amounting to roughly 97% of the statewide production.
- Canyon County, which contains the largest winery (Ste. Chapelle) produced an estimated 160,000 cases in 2017.
- These counties (above) also represented 540 jobs in the impact

They identified some challenges for industry growth and those included:

- Current reputation and brand awareness
- Grape supply and vineyard land
- Wine-specific infrastructure

Jellico then highlighted our opportunities for growth and those included:

- Population growth
- Branding potential
- Increased market share

Jellicoe opened her presentation up for questions at this time. Hayden asked the question as to what are the bottlenecks for not a more current analysis. Jellicoe replied by stating there is always a delay in studies and the lack of complete data. Adding, there is an option for Community Attributes, Inc. to work with the Idaho Wine Commission for updated information.

Sullivan pointed out these state tourism facts:

- 2018 hotel revenue up 10%
- 2019 hotel revenue up 12%

*(both these these up from 2017)*

Sullivan also added the volume of visitors coming to Idaho to stay is already higher than the 2019 numbers. These are based on receipts from hotels. Dolsby thanked Community Attributes, Inc. for their presentation.

*Next Commission Board Meeting: September 16, 2021 – 9:00 AM – Idaho Wine Commission*

*Jellico and Calen left the meeting at this time*

### **Financial Report**

Dolsby reviewed the budget and current financials with the Board. Sullivan pointed out the parenthesis need to be removed on the purple sheet, since those reflect a loss. *With no need for discussion, Sullivan moved to approve the financial report with updated edits as mentioned. Seconded. Motion carries.*

Dolsby then reviewed the slide which included unpaid 2020 Assessments to the Board.

### **Education Report**

#### **Annual Meeting - February 21st & 22nd 2022**

- Speakers have been notified and tentatively confirmed
- Brenna will touch base with speakers again in October
- One day virtual and one day in person
- Industry Reception will follow the second day (in person day)

#### **Northern Idaho Round Table with Joel Perez**

- Rivaura Estate Vineyard and Winery - 8 Attendees
- With one-on-one visits - 3 Total Visits

#### **Southwestern Idaho Round Table with Joel Perez**

- Kerry Hill Winery - 20 Attendees
- With one-on-one visits - 9 Total Visits

#### **Industry Seminar Grand Funds**

- 12 people completed education opportunity and have been reimbursed
- 6 people signed up to complete
- \$3,158.99 spend of the \$8,500

#### **Growing Your Wine Club with WISE**

- Virtual Seminar with WISE
- 14 Total Attendees

#### **Biodiversity and Soil Health with Ron Bitner**

- Virtual Seminar
- 4 Attendees

#### **Idaho Wine Competition**

- Welcome Dinner - sponsored by the Boise CVB
- August 17th at Koenig Vineyards
- Wine Tour to Follow on Wednesday, August 18th
  - Itinerary set
  - Breakfast sponsored by Destination Caldwell
- Idaho Wine Competition also sponsored by SWITA

*Next Commission Board Meeting: September 16, 2021 – 9:00 AM – Idaho Wine Commission*

## **Brand Loyalty Report**

### **Savor Idaho/Idaho Wine and Cider Month**

- Passport Program
  - 31 wineries participated
  - \$2,200 in ads sold with Idaho Tourism sponsoring at \$1,500
- Landing Page created
- Governor provided a video of support
- Savor Idaho To Go 1/2 Case sale
  - 29 1/2 cases sold
  - \$1,029.40

### **Sip Local Bingo**

- Promotion to go throughout the rest of the summer - September 20th
- Bingo cards printed and handed out to wineries and other local businesses
- Landing page created
- Prizes will be available for consumers to win

### **Savor Idaho 2022**

- Working on logistics with the City of Boise and ABC
- Met with the Idaho Botanical Garden to go over event logistics

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

## **Staff Highlights**

### **Moya**

- Legislation
- Budget Reviews
- Fahlgren/Mortine Status Meetings
- Industry Meetings
- Grant Revisions
- Savor Idaho To Go
- Sip Local Bingo
- Leadership Program

### **Brenna**

- Being a new mom

### **Ashlee**

- Industry emails and other stand alone emails
- F/M Status Meetings
- Website updates
- Landing Page for Sip Local Bingo
- Contacted all winners of the SI To Go Passport
- Attended Ron Bitner's Seminar to the Industry
- Social Media Calendar Approval
- Blog Management
- Took Joel Around for Sunnyslope One-on-Ones
- Took Joel Around for Eagle Foothills One-on-Ones
- Industry Meetings

*Next Commission Board Meeting: September 16, 2021 – 9:00 AM – Idaho Wine Commission*

- Payroll
- Logistics for the Idaho Wine Competition
- After 8 Years Finally Floated the Boise River
- Looking forward to Mexico

### **Natalia**

- Worked on the Savor Idaho To Go case sale
- Set up industry meetings
- Sent out tour brochures, passports & bingo cards to consumers
- Helped with Passport program & Sip Local Bingo
- Edits to the AVA maps

### **Discussion**

- Board of Directors Expectations - Dolsby reviewed with the Board the document of Board Expectations and no questions were asked
- Dolsby presented to the Board the Leadership Program she is interested in and the Board agreed
- Strategic Planning Session
  - Looking at having this in December
  - 1/2 day

### **Adjourn**

*Sullivan moved to adjourn the meeting at 10:42 AM. Seconded. Motion carries.*

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager  
Idaho Wine Commission