

# IDAHO WINE COMMISSION

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Idaho Grape Growers & Wine Producers Commission  
Board of Directors Meeting  
Thursday, July 21, 2022  
Sawtooth Winery  
19348 Lowell Rd Building C, Caldwell, ID 83607

## **Present**

**Board:** Jake Cragin, Winemakers LLC

**Idaho Wine Commission:** Moya Dolsby, Brenna Smith, Ashlee Struble and Taylor Johnson

**Other via Zoom:** Mark Pasculli, Rolling Hills Vineyard; Melissa Sanborn, Colter's Creek Winery; Kelsie Dyell, Lindsay Creek Winery; Jeremy Pisca, Risch Pisca, PLLC; John Curtis, Fahlgren Mortine; Susan Bruns, Fahlgren Mortine

**Excused:** Crystal Potter, Potter Wines; Roger Batt, Legislative Educator

**Absent:** Scott Smith, Sol Invictus Vineyard

**Other:** Samantha Parrott, University of Idaho; Brent Olmstead, University of Idaho; Jen Root, University of Idaho; Dean Michael Parella, University of Idaho; Chris Nomura, University of Idaho; Ron Bitner, Bitner Vineyards; Mike Williamson, Williamson Orchards and Vineyards; Tina Wilson, Western Alliance; Gregg Alger, Huston Vineyards

## **Call To Order**

Dolsby called the meeting to order at 9:04 AM.

## **Approval of Minutes**

Dolsby presented the May 2022 Minutes. With no need for discussion, Cragin moved to approve the minutes. Seconded. Motion carries.

Dolsby welcomed everyone to the July 2022 Board Meeting and thanked Sawtooth Winery for hosting. Dolsby introduced our new board member, Melissa Sanborn with Colter's Creek Winery.

## **Presentation - Dean Parella, University of Idaho**

Idaho Center for Plant and Soil Health Updates

- Construction to begin week of August 8th, 2022
- Growers and stakeholders provided and raised funding for the new facility
  - \$3 million from stakeholders, \$1 million from University of Idaho, \$3 million from the State of Idaho, grand total of \$7 million raised
- Main focus for research and development will be healthy soil
- Additional \$2.8 million supplemental received from the state for FY23
  - Will address water and sewer related infrastructure needs
- FY24 request for the state for \$3.4 million supplemental
  - Will address construction bid overages
- New Leadership: Juliet Marshall; Department Head Plant Sciences, Kattlyn Wolf; Interim Department

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Head of Ag Education Leadership & Communications, Steve Cook; Department Head of Entomology Plant Pathology and Nematology, MJ Fisher; Central District Director University of Idaho Extension, and Jim Church; Interim Northern District Director University of Idaho Extension.

- Additional Faculty Positions: Weed Scientist/Specialist, Irrigation/Soil Specialist, Pollination Specialist, Viticulture/ Pomology Specialist. Interest through the Department of Plant Sciences to develop a Viticulture Certificate for Idaho Students in collaboration with Washington State University

#### CALS Highlights

- Enrollment:
  - Increased 11.3% overall CALS leads the campus in growth
- Extension
  - >265,000 face to face contacts in 2021
  - >51,000 Idaho youth engaged in 4-H
  - 14,000 enrolled 4-H club members
- Research
  - \$36 million in research funding in FY21
  - 100% increase from FY20 funding
  - 30% of sponsored project activity for University of Idaho
- Deep Soil Ecotron
  - \$18.9 million grant from NSF awarded in October 2021
  - Soil scientists Mike Strickland and Zac Kayler leading the project
  - Will allow study of soil up to 10ft in depth; greater than anywhere else in the world
  - Renovations on the Moscow campus to house the ecotron units will begin in 2022; complete in 2027

Chris Nomura, U of I Vice President for Research and Economic Development

- University of Idaho is working to become a R1 Carnegie classified university
  - Currently, only 130 colleges in the entire United States are a R1 Carnegie classified university
- The University of Idaho is currently ranked as an R2 Carnegie classified university
- R1 ranking will have many positive impacts on the State of Idaho, across the United States and potentially globally
- Agriculture is a main driver for Idaho's economy
- R1 classification and CALS programs are highly competitive and includes signature programs and high goals
  - These programs will positively impact Idaho's economy through prestige
  - These programs will draw in the best students across the United States, who will train and then work and add to Idaho's economy

#### **Northern Idaho Update - Kelsie Dyell, Lindsay Creek Winery**

Kelsie Dyell, with Lindsay Creek Winery, gave the Northern Idaho update to the Board.

Dyell's highlights:

- All of the recent rain resulted in lots of foliage.
- There was a slight change of plans to keep good air flow.
- Spring weather has been great, especially for the upcoming harvest.
- Wine making is going well, they are currently preparing for harvest and are beginning to plant grapes for next year.

She also mentioned out in the basin that the buds did wake and might have some issues with their whites and rainfall looks back up to average.

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## **Legislative Report**

Roger Batt wasn't able to attend this month's board meeting. Batt's July Legislative Report is included in the board packet.

## **Ada County Update - Mark Pasculli, Rolling Hills Vineyard**

Resistance from eagle homeowners.

- Initial draft exposed a lack of knowledge about the wine industry within the community.
- The Department of Development Services were receptive and open to ideas for positive changes.
- Pasculli will work to gather all the stakeholders and come up with one comprehensive draft.
  - Individual impacts will need to be addressed separately.
- Next meeting with Ada County will go over the guidelines for what the county can and cannot do when regulating the wine industry.
  - The main focus will be to avoid wineries having different uses depending on permits.
- County ordinances can override 75% rule depending on the percentage of neighbors who are for or against the winery or vineyard.

*University of Idaho attendees left the meeting at this time*

*Tina Wilson left the meeting at this time*

*Ron Bitner left the meeting at this time*

## **Presentation - Susan Bruns - Fahlgren Mortine**

Susan Bruns with Fahlgren Mortine, made her introduction to the Board.

Bruns highlights over the last two months:

- The spring public relations campaign began in April. There were great results in earned media.
- Extension grant funding to support Savor Idaho and Idaho Wine and Cider Month
- Extension grant results (May-June 2022):
  - 90,000 people reached by Savor Idaho Pandora and Boise State University radio ads
  - 1 million monthly audience reached with earned local media
  - 19,500 householders to receive "Idaho Wine by the Numbers" direct mailer
    - Research on how direct mailers will impact agritourism, specifically number of consumers going to Idaho wineries and vineyards
    - Incentive includes 1 free tasting to participating locations
  - 8 new winery videos to share on Idaho Wine Commission social media platforms
    - Cinder Wines
    - Split Rail Winery
    - Lanae ridge Vineyard
    - Hat Ranch Winery and Vineyard
    - Fujishin Family Cellars
    - Rolling Hills Vineyard
    - Colter's Creek Winery
    - Meriwether Cider
  - 46% increase in web sessions (visitors) in two months
  - 500 new followers on Idaho Wine Commission social media channels
  - 830% increase in video plays for Savor Idaho and Wine and Cider Month
  - 100% increase in social media interaction
- National media and influencer trips

*John Curtis with Fahlgren Mortine joined the meeting at this time*

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Upcoming project:

- Next round of grant funding will be in November.
- Fahlgren is working with Boise State University to develop a public opinion survey on policy institutes.
- The sample area is from Ada County and Canyon County to view their perception of the Idaho wine industry's contributions to the state's economy.
- Results to pitch media with results and use for policy makers. Important for a 3rd party to develop the survey to promote objective results.
- Working towards a representative sample.
- The survey will continue to circulate until the target number is reached.

*Susan Bruns and John Curtis left the meeting at this time*

### **Financial Report**

B. Smith reviewed the budget with the Board. B. Smith presented the current financials to the Board. Pasculi noted that operating expenses were \$200,000 less than budgeted. Actual expenses are significantly less than budgeted. This issue is due to grant funds, there will be roll over grants in the next budget which is causing the gap.

*Cragin moved to approve the financial reports as presented. Seconded. Motion carries.*

B. Smith gave an overview of the received grants for marketing and research.

*Unpaid assessments were presented to the Board via the PowerPoint slide.*

### **Education Report**

#### **Grant Funds - \$127,047.63**

- Industry Educational Seminar Funds - \$2,500.02
- Educational Speakers - \$547.61 Travel

#### **2021/2023 Wilkins: \$124,000 Remaining**

#### **Industry Seminar Grant Funds (available through September 2022 or until spent)**

- 20 people completed education opportunity
- 7 people signed up to compete
- \$6,000 spent of the \$8,500

### **Idaho Wine and Cider Competition**

- Welcome Dinner at Anthony's
  - Supported by Boise Convention and Visitors Bureau
- 164 wines entered
- 13 ciders entered
- Industry Reception
  - 75 had RSVPed
- Tour with Judges
  - Lane Hoss, Deborah Parker Wong, Ilene Dudunake, Kat House, Jeff Ritchie, Tim Donahue
  - Moderators: Eric Degerman and Ellen Landis
- Best of show / Best Syrah / Double Gold Medal :  
Cinder Wines 2020 Syrah, Snake River Valley
- Tentative date for next year - May 23rd, 2023 at Koenig Vineyards

### **Going Beyond Gold**

- New Format
  - Wineries submit on their own to wine competition

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- Submit us their receipts
- 39 wineries emailed about Going Beyond Gold Opportunity
- 6 wineries filled out form to be considered for Wine Spectator and Wine Enthusiast
  - Total of 8 wines
  - Clearwater Canyon Cellars, Rollings Hills Vineyard, Huston Vineyard, Dude DeWalt Cellars, Koenig Vineyards, Williamson Vineyards

### **Education Seminars**

- Tony Domingos Industry Visits
  - June 27th and June 28th, 2022
  - 8 individual vineyard appointments
- Round Table
  - June 28th, 2022
  - Hosted by Dude DeWalt Cellars
  - 15 people in attendance

### **Boot Camp**

- September 19th and 20th 2022
- Itinerary confirmed
- Sponsors: Idaho Preferred and The Chocolat Bar
- Sunnyslope Wine Tour Day
- Urban Wine Tour Day
  - No bus needed
  - Attendees will walk on the Greenbelt
- Registration open

### **Brand Loyalty Report**

#### **Grant Funds - \$124,345.19 Remaining**

- In-Market Journalists Visits | \$10,328 Contractual | \$1,069.57 Travel
- Micro-Influencer Visits | \$13,600 Contractual | \$4,055 Travel
- Advertising | \$20,186
- Idaho Map Update | \$2,316
- Grower Resources InBound Marking | \$50

#### **2021/2023: \$72,740 Remaining**

- Regional & National Media Campaign | \$63,220
- Additional Funding | \$9,520
  - Fahlgren Mortine's services (\$3,520) for the ideation, development, and execution of eight advertising campaigns (roughly four hours of agency time each)
  - Hard media costs for eight campaigns: \$6,000 (roughly \$750)

### **Savor Idaho - June 12th, 2022**

- "Rain or Shine the Wine is Just Fine"
- Boise Co Op Wine Shop
  - \$20,000 in sales
  - Top Wines Sold -
    - Unicorn Sparkling Rose from Holesinsky (53 bottles)
    - Scoria Rose (39 bottles)
    - Cold Springs Gunfighter Red (35 bottles)
    - Koenig Nebbiolo (32 bottles)
- 1,751 attendees
- Sponsors meetings in progress

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- Event Web Page May - June
  - Visited 4,253 times
  - Stayed on the website an average of 4.37 minutes

### **Idaho Wine and Cider Month**

- Bottle Signing with Governor Little
  - June 8th at A New Vintage Wine Shop
- Passport 2022
  - Month-long promotion was created for consumers to visit participating wineries
  - Printed by Hi-Tech Color
    - Printed 3,000
    - 1/2 a box left (1 box contains 600)
  - Distributed throughout the state and by request from consumers
  - Entries are being sent to us currently
  - Winners will be chosen the week of July 11th
- Banners
  - New banners in Downtown Boise
  - Downtown Boise (25 banners)
  - Caldwell (15 banners)
  - Lewiston (10 banners)
  - Eagle (6 banners)
  - Working on picking up all banners

### **BINGO**

- 5,000 Sip Local Bingo Cards printed
- Website is live
- Sip Local Bingo Cards available now
- Prizes are being confirmed and collected

### **Direct Mail**

- New Residents in ADA County
- Will start receiving on July 22, 2022
- 19,500 postcards printed
- Requested wineries participating to track in their POS systems
  - Huston Vineyards
  - Rolling Hills Vineyard
  - Potter Wines

### **Staff Highlights**

#### **Moya**

- Savor Idaho
- Legislation
- Budget Reviews
- Fahlgren/Mortine Status Meetings
- Visit with Tony
- Grants!
- DBA/Garden/SWITA/PTA boards

#### **Brenna**

- Monthly Financials

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- Assessment Management
- Quarterly Grant Ledger Submissions
- Submitted COVID Grants and Received them
- Submitted Additional Grant Funds Requests and Received them
- Savor Idaho
- Designed Passport
- Tony Round Table
- Starting Fiscal Year Audit
- Accepted into Leadership Nampa
- *Gentry turned 1!*
- *Bought a camper!*

### **Ashlee**

- Industry emails / stand alone emails
- Consumer emails
- F/M Status Meetings
- Welcome Dinner for the Idaho Wine Competition
- Idaho Wine and Cider Competition
- Industry Reception for the Idaho Wine Competition
- Savor Idaho
- Created Tony's itinerary
- Savor Idaho Recap
- Idaho Wine and Cider Month Recap
- Board Meeting Preparations
- SWITA Meeting
- Social Media Calendar Approval
- *4th of July Fun and Husband and Kids are traveling*

### **Taylor**

- *Office Management*
  - Commission Meetings Management
  - Info email
  - Office Supply Management
  - Donation Requests
- *Brand Loyalty*
  - Post Event/Seminar Surveys
  - Gather Year in Review Information
  - Yearly Member Reports
  - Tour Brochure Management & Distribution
  - Passport | Creation, Print, Distribution
  - Bingo Card | Creation, Print, Distribution
  - Swag
  - Event Updates on Website
  - Savor Idaho Support

### **Discussion**

- Move September Virtual Board Meeting
- New Board Meeting date is September 22nd

### **Adjourn**

*Cragin moved to adjourn the meeting at 10:53 AM. Seconded. Motion carries.*

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Respectfully Submitted,

Taylor Johnson, Administrative Assistant  
Idaho Wine Commission

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