

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting
March 12, 2020 | 9:00 AM
Idaho Wine Commission Office | 821 West State Street, Boise, ID 83702

Present

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

Idaho Wine Commission: Moya Dolsby, Ashlee Struble, Kathryn Westlund, Taylor Sharp

Excused Absence: Brenna Christison, Idaho Wine Commission

Other: Roger Batt, Legislative Educator; John Curtis, Fahlgren Mortine; Sienna Cashin, Fahlgren Mortine, Joshua Hodge, Sunnyslope Wine Trail Association/Parma Ridge Winery & Bistro

Call To Order

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

Potter moved to approve the amended agenda as presented. With no need for discussion, Sullivan moved to approve the minutes. Seconded. Motion carries.

Dolsby welcomed everyone to the March 2020 Board Meeting.

Presentation

John Curtis with Fahlgren Mortine introduced the new Idaho Wine Commission Account Lead. Sienna Cashin, who is from San Diego. Curtis stated she is excited to be on our account. Curtis mentioned Natalie Hickman is out of the office today and was unable to attend the board meeting.

Cashin further introduced herself and made the point that she has been with Fahlgren Mortine for the past four years. She works remotely and has clients across the country.

Curtis went over updates on the upcoming projects. He presented the passport that is currently going on with the Big Sky Conference. He stated there is discussion about Big Sky not playing the championship game. At this time, there is no final word on that call.

Cashin presented the upcoming Road Show. She went through all locations of the event and stated those wineries who are interested but have yet to confirm. She highlighted Sun Valley/Ketchum is still TBD and more information on that date/location to come.

Joshua Hodge entered the meeting at this time

There was a discussion about the distribution model and what wineries are focusing on and how might that impact the participation in the Road Show. Koenig mentioned the goals of some smaller wineries are to focus on wine club members and tasting room sales. Keeping the awareness of Idaho wines is still important (IE: Savor Idaho) and having the one-on-one experience with consumers in the tasting room is beneficial.

Cashin mentioned the coming messaging about COVID-19. Fahlgren Mortine will be crafting a message to put out a statement about Savor Idaho. The Idaho Wine Commission is planning to be proactive and respond as needed. Curtis suggested they will come up with generic messages that wineries can use.

Next Commission Board Meeting: May 21st, 2020 – 9:00 AM – Moscow, Idaho | Colter's Creek

John Curtis and Sienna Cashin left the meeting at this time

Approval of Minutes

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

Legislative Report

Batt stated his gratitude of the time and dedication to the Board with the past year. He mentioned the Bonded Warehouse Legislation passed and has been signed by Governor Little. The bill becomes law on July 1st, 2020.

Batt updated the Board about the Beer Legislation and stated that it was killed on the Senate Floor. *(19-15 with one absent on the floor)* Batt stated the Senate wasn't keen on the money going into the general fund.

Mike Williamson joined the meeting at this time

Sullivan suggested the idea of having 88% of the specific Idaho wine excise tax come to the IWC with 12% going into substance abuse. With this consideration, we are being proactively prepared for the 2021-2022 budget.

Batt mentioned the 2021 Legislative Agricultural Tour. He would like the IWC to consider putting this in their budget for support consideration.

Dolsby brought up the issue about a social media bill. She recently attended a conference that went over the laws and regulations over social media. The Idaho Wine Commission does plan to bring a seminar to the industry to go over these rules and regulations. IWC plans to send out the Top 10 Regulations to the industry in our communications. Sullivan stated we should follow up with Pisca about verbiage in a potential bill that the distributors would support.

Batt brought up the idea of having an Idaho Wine Institute, similar to the WA Wine Institute. Batt went through the logistics on how an association could be formed. This would establish an organization that wouldn't need the Governors oversight. Batt will explore this idea and talk with Julie Weaver and will report back to the Board.

Batt presented his 2020-2021 contract to the Board. *With no need for discussion, Williamsom moved to approve Roger Batt's contract as presented. Seconded. Motion carries.*

Financial Report

Approve Expenses

Dolsby presented the January 2020 - February 2020 financials to the Board. *With no need for discussion, Potter moved to approve the financial reports as presented. Seconded. Motion carries.*

Dolsby presented the Draft Budget for the 2021-2021 Fiscal Year. In May the Board will need to approve the budget. It was stressed to look over the budget now and ask questions. Sullivan asked if the Idaho Wine Commission has an alternative budget if the IWC doesn't get the grant. Dolsby stated that we do have this budget drafted as well and can present it to the Board.

Dolby stated her appreciation to the Board for writing letters of support for the grant application.

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Education Report

Annual Meeting

- February 25th and 26th
- 116 Attendees Tuesday
- 115 Attendees Wednesday
- 10 Speakers
- 15 Exhibitors
- 8 Pesticide Credits Given
- **SAVE THE DATE** - February 22nd and 23rd, 2021

Paid Assessments

- Cinder Wines
- Cuesta Sol Vineyards
- Finca Beseda
- Indian Creek Winery/Stowe Vineyards
- Kerry Hill Vineyards
- Lanae Ridge Vineyard
- SCORIA Winery
- W2
- Williamson Vineyards
- Telaya Wine Co.

Boot Camp

- September 28th and 29th
- Will be working on schedule in March

Camp Vino

- September 13th
- Tickets on Sale June 1st

Brand Loyalty Report

Road Show

- Grant Funded Program - Partnership with F/M
- May 7th - Idaho Falls, Marcellar's Vintage Wines
 - Wineries interested but not confirmed are: W2 Winery, Huston, Sawtooth/Ste. Chapelle
- May 8th - Twin Falls, Rudy's - A Cook's Paradise
 - Wineries interested but not yet confirmed are: Williamson, Sawtooth/Ste. Chapelle
- May 14th - CDA, Vine and Olive
 - Wineries interested but not confirmed are: Colter's Creek, Camas Prairie, Pend d'Oreille, Sawtooth/Ste. Chapelle, Zhoo Zhoo
- May 21st - Moscow, Moscow Co Op
 - Wineries interested but not confirmed are: Colter's Creek, Williamson, Sawtooth/Ste. Chapelle, Zhoo Zhoo
- Sun Valley/Ketchum - TBD

Savor Idaho

- VIP Sold Out at 250 Tickets
- Current Ticket Sales - 225
- Weekend Promotions are currently being planned
- Working on permits with the City of Boise
- Working on VIP Lounge
- Sponsorship with the CVB

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Idaho Wine and Cider Month

- CellarPass will be taking over the Lobby Hop
- IWC will touch base in April with Governor Little about Bottle Signing
- Kick Off Event - May 31st

Staff Highlight

Brenna

- *Vacation to Hawaii!*
- *Bought a house!*
- Worked with Lauren Cox to write new grant
- Created Legislative Packets for Agricultural committees
- Presented updated Rules to the Legislature
- Prepared Special Meeting to pre-approve our Rules
- Created & sent out new online assessment forms
- Created Year in Review Document
- Attended Idaho Preferred Annual Meeting
- Assisted with Annual Meeting Preparation
- Managed the Vintage Tasting
- Attended Leadership Idaho Agriculture Gala
- Drafted 2020/2021 Budget
- Submitted 2020 ISDA Grant
- Assisting with Savor Idaho Preparations

Ashlee

- Attended the Wine and Marketing Conference in Eugene
- Started planning for Idaho Wine & Cider Month
- Attended the Annual Meeting
- Savor Idaho sponsorship meetings
- Created Savor Idaho Weekend Promotions with Kathryn
- Assisting in Savor Idaho preparations
- Continuous updates to the website
- Started Idaho Wine Competition logistics
- Road Show Logistics with F/M
- May Board Meeting Planning

Kathryn

- Working on Savor Idaho permits
- Working on final layout of Savor Idaho
- Recruiting more wineries & food vendors for SI
- Created Savor Idaho weekend promotions with Ashlee (*partnered with: Snake River Wine Tours, Indulge Food Tours, Albertsons, Cascade Rafting, Juniper, and more!*)
- Applied for CVB and SWITA sponsorship
- Planned first Annual Meeting
- Sent out Annual Meeting survey
- Working on a 2021 agenda draft for Annual Meeting

Moya

- Direct to Consumer Conference
- Oregon Wine Symposium
- Annual Meeting
- Legislation
- Speciality Crop Grant
- Skiing!

Discussion

- Next Meeting May 21st, 2020 in Moscow, ID at Colter Creek's Conference Room

Adjourn

Sullivan moved to adjourn the meeting at 10:12AM. Seconded. Motion carries.

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager
Idaho Wine Commission

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