

# IDAHO WINE COMMISSION

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Idaho Grape Growers & Wine Producers Commission  
Board of Directors Meeting  
March 18th, 2021 | 9:00 AM  
Meeting Was Held Virtually via [Zoom](#)

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## **Present**

**Board Present via Zoom:** Crystal Potter, Potter Wines; Mike Williamson, Williamson Vineyards; Scott Smith, Sol Invictus Vineyard; Jake Cragin, Winemakers LLC

**Excused Absence:** Earl Sullivan, Telaya Wine Co.; Roger Batt, Legislative Educator

**Idaho Wine Commission:** Moya Dolsby, Brenna Smith, Ashlee Struble and Grace Johnson (Intern)

**Other via Zoom:** Tom Peerbolt, Northwest Berry Foundation; Jim Thomssen, Idaho Wine Ambassador; Melissa Sanborn, Colter's Creek; Jim Bopp, Pend d'Oreille Winery

## **Call To Order**

Dolsby called the meeting to order at 9:00 AM and welcomed everyone to the March 2021 Board Meeting.

## **Approval of Minutes**

Dolsby presented the January and February Board Meeting minutes. *Williamson moved to approve the January and February board meeting minutes. Seconded. Motion carries.*

## **Northwest Center for Small Fruits Research**

Tom Peerbolt with Northwest Berry Foundation gave a quick presentation to the Board. Peerbolt mentioned the survey they have and the importance of getting feedback from the industry. Struble mentioned the survey will be included in the email to the industry with the minutes of this meeting.

Peerbolt also highlighted:

- A couple new hires at the organization
- There is currently one outstanding open position
- Deadline for research proposal is April 1st, 2021 (*this information has been in the weekly email*)

Peerbolt asked S. Smith if he would be able to make the next week's committee meeting, since he expressed interest in the last board meeting. S. Smith stated that he would be able to make it.

## **Northern Idaho Update**

Jim Bopp, with Pend d'Oreille Winery, presented to the Board an update on his winery.

Those updates included but not limited to:

- Sales going well and in the right direction
- Added a kitchen
- Bottling today
- Tourism is steady
- 6,500 cases a year

*Next Commission Board Meeting: May 20th, 2021 – 9:00 AM - Idaho Wine Commission Office*

# IDAHO WINE COMMISSION

---

- 1,600 cases of wine a year with refillable wine
- Have their own bottling line

Bopp mentioned they didn't have as many shutdown restrictions as other parts of Idaho.. They are getting through the pandemic and have positive sale numbers.

Bopp noted they have been using VinoShipper for an extended period of time and mentioned they have tripled their sales by sending wine across the country. Bopp definitely recommends VinoShipper to wineries.

*Jake Cragin joined the meeting at this time*

Bopp mentioned they get their fruit from Washington and is currently satisfied. Bopp opened his update up for questions at this time. S. Smith asked him about the availability of Idaho fruit and using the fruit from Idaho in his wine. Bopp stated he enjoys being in the vineyard and to justify pulling fruit out of the Lewiston area, he would need a couple tons. Bopp does smaller releases for their wine club.

Bopp touched base on the need to wait for the right fruit to show up. Bopp has reached out to a couple of Idaho Vineyards but there hasn't been enough. Bopp welcomes the opportunity to use Idaho fruit.

Dolsby asked Bopp if he was able to join the Virtual Annual Meeting. Unfortunately, Bopp wasn't able to join due to bottling this year. Dolsby asked his opinion of having a virtual meeting versus in-person. Bopp stated he enjoys and sees the value of having the meeting in-person.

## **Legislative Report**

Dolsby, due to Batt being absent, gave an overview on HB232 (Wine/Beer Excise Tax).

Those highlights included but not limited to:

- Thanked S. Smith, Sullivan and Williamson being at the Capitol over the last few weeks to testify
- Thanked the industry for their letters of support, emails and phone calls
- Presented to the Senate Affairs Committee yesterday (3.17.2021)

Dolsby stated we want to separate ourselves from beer and they should have their money. This legislation, put in place in 1988, is out of date and this is a great step forward.

*Bopp left the meeting at this time*

Dolsby stated to the Board if they have any legislation concerns for 2022, to please send those to the Idaho Wine Commission. Dolsby stressed there is a process we have to follow and information needs to be in by June of this year.

Dolsby presented Batt's 2022 contract to the Board for their approval. S. Smith stressed to make sure Batt's scope is industry-wide and asked if the Idaho Wine Commission could have certain oversight on the work he does. Other Board Members agreed with S. Smith.

*Next Commission Board Meeting: May 20th, 2021 – 9:00 AM - Idaho Wine Commission Office*

# IDAHO WINE COMMISSION

---

## **Approval of Batt's Contract**

Dolsby presented Batt's new contract. Potter moved to approve Batt's contract as presented. Seconded. Motion carries.

## **Financial Report**

B. Smith presented the January-February financials to the Board. With no need for discussion, S. Smith moved to approve the financial reports as presented. Seconded. Motion carries.

B. Smith presented to the Board additional financial information with slides. Those included:

- Paid Assessments for 2020
- Grant Submissions

## **Education Report**

### **Annual Meeting 2021**

- Full recap included in Board Report
- Recordings available on YouTube
- Save the date for 2022
  - February 21st and 22nd, 2022

B. Smith asked the Board if they had any thoughts on having the 2022 Annual Meeting in person or virtual. B. Smith proposed the idea of having both options at the upcoming meeting. *To have one day virtual and one day in-person that also includes the Industry Reception.*

- S. Smith stated having both options would be beneficial
- Potter also agreed on the idea of having both options (*virtual and in-person*)
- Williamson stated with everything we have gone through this past year, it has opened our eyes to virtual meetings and a great way to reach out to Northern Idaho wineries and vineyards to be able to attend

B. Smith asked the Board about their thoughts on the Vintage Tasting moving forward.

- Potter said if we continue it, it may need to change in format and a different moderator
- Cragin mentioned the Vintage Tasting is very helpful to the growers standpoint and is beneficial to continue
- Williamson suggested we could pull some researchers from the Northwest Center for Small Fruits for speakers
- Collectively everyone enjoyed Tim Donahue from the previous year

## **Travel Seminar Grant**

- Revised industry travel funds in new 2020 grant
- 15 people registered as of Tuesday 3/2/2021

*Next Commission Board Meeting: May 20th, 2021 – 9:00 AM - Idaho Wine Commission Office*

# IDAHO WINE COMMISSION

---

## **Recent Seminars**

- Round Table with Joel Perez
  - January 26th, 2021
  - 2 Pesticide Credits given to industry
  - 13 final attendees
  - 17 Views on YouTube
- Captain Doty Round Table
  - February 2nd, 2021
- WISE Seminar on Phone Sales
  - CANCELED due to lack of participation
- VinoShipper Informational Seminar
  - March 2nd, 2021
  - 12 attendees
  - 9 Views on YouTube

## **Upcoming Seminars**

- Wine Not Make the Most of My Business
  - April 13th, 2021
  - 10:00 AM (MST)
- Vineyard Marketability With Joel Perez
  - May 13th, 2021
  - 10:00 AM (MST)

## **Boot Camp - TRADE**

- Scheduled for September 27th and 28th, 2021

## **Brand Loyalty Report**

### **Media Mission**

- Partnership with Idaho Preferred and Idaho Tourism
- 10 Media each day - March 30th and 31st, 2021
- Participating wineries
  - Clearwater Canyon Cellars
  - Colter's Creek
  - Free Dog Wines
  - Meriwether Cider
  - Rivaura Winery
  - Sawtooth Winery
  - Ste. Chapelle Winery
  - Telaya Wine Co
  - Williamson Orchards and Vineyards

*Next Commission Board Meeting: May 20th, 2021 – 9:00 AM - Idaho Wine Commission Office*

# IDAHO WINE COMMISSION

---

## **AVA Map Updates**

- Paul Mitchell - Grant Funded Project
- Data is collected from wineries
- Redesigning in process

## **Videos**

- Fahlgren Mortine - Grant Funded Project
- 2 full length 2 minute videos complete
  - From those full length videos shorter vignettes created
- Shared on social media
- 3rd & final video being shot in April/May

## **Savor Idaho**

- Emails to consumers, trade/sponsors/exhibitors and industry about postponing to 2022
- Month-long promotion, passport
- IWC has a running list of ideas

*Dolsby presented to the Board the recent Media Highlights. All highlights can be found on our website under the NEWS section.*

## **Staff Highlights**

### **Moya Dolsby**

- Correspondence with Industry
- Fahlgren Meetings
- Annual Meeting
- DC Meetings
- Budget Reviews
- Legislative Planning
- Media Mission
- Savor Idaho Planning

### **Brenna Smith**

- Food Producer Meetings
- Compiled Legislative Packets for yearly reporting
- Created Excise Tax infographic
- Worked with Roger on Excise Tax Legislation
- Completed Monthly Financials (Feb & Mar)
- Organized Taste Idaho Gold Valentine's Edition
- Prepped & Managed Virtual Annual Meeting
- Managed 2021 Grant submissions
- Assessment Collection Management
- Creating a Maternity Leave Plan
- *Received first dose of COVID-19 Vaccine early March!*
- *Doing lots of Nesting!*

*Next Commission Board Meeting: May 20th, 2021 – 9:00 AM - Idaho Wine Commission Office*

# IDAHO WINE COMMISSION

---

## **Ashlee Struble**

- Industry emails and other stand alone emails
- F/M Status Meetings
- Website updates
- Attended Virtual Annual Meeting
- Attended Round Table with Capt. Doty
- Attended VinoShipper Seminar
- Industry Seminar logistics and planning
- House Hearing at Capitol
- Senate Hearing at Capitol
- Blog Management
- Social Media Calendar Approval
- *Excited to head to Spring Break with Family*
- *First COVID-19 Shot Completed*

## **Grace Johnson - Intern**

- Getting to know the industry
- Helped with logistics on map updates
- Updated the Savor Idaho document
- Tour Brochure deliveries
- Savor Idaho TO GO planning

## **Discussion**

- Chairman of the Board. Typically a chair holds the position for two years.
  - Dolsby asked Potter if she was still interested in being the Chair
  - It was noted Moya will touch base with Sullivan to check with him on his thoughts
- Next Board Meeting
  - May 20th, 2021

Dolsby presented the question about the next board meeting to be in person or virtual. The Board agreed they would like to meet in person. Williamson did suggest rotating the meetings to be in-person and virtual. Dolsby asked the questions to the Board if there would be any interest in going to Northern Idaho for a board meeting. It was noted to be of importance to go to Northern Idaho as a Board to have in-person meetings and visit with the industry. Dolsby will work on planning that for July 2021.

## **Adjourn**

*Potter moved to adjourn the meeting at 10:26 AM. Seconded. Motion carries.*

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager  
Idaho Wine Commission

*Next Commission Board Meeting: May 20th, 2021 – 9:00 AM - Idaho Wine Commission Office*