

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting
March 10th, 2022 | 9:00 AM (Pacific)
Rivaura
[Zoom Link](#)

Present

Board: Earl Sullivan, Telaya Wine Co.; Crystal Potter, Potter Wines; Jake Cragin, Skyline Vineyards; Scott Smith, Sol Invictus Vineyard

Excused Absence - Mark Pasculli, Rolling Hills Vineyard

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

Others In Person: Shannon Hewett, Rivaura Estate Vineyard & Winery; Vince Hewett, Rivaura Estate Vineyard & Winery; Pat Shosted

Others Virtually: Roger Batt, Legislative Educator; Julie Pond, NCSFR/NBF; Elisa Ford, NCSFR/NBF

Call To Order

Dolsby called the meeting to order at 9:00 AM (*Pacific*)

Approval of Minutes

Dolsby presented the Minutes. *With no need for discussion, Sullivan moved to approve the minutes. Seconded. Motion carries.*

Dolsby welcomed everyone to the March 2022 Board Meeting and thanked Rivaura Estate Vineyard & Winery for hosting the meeting in Northern Idaho.

Northern Idaho Report - Shannon Hewett, Rivaura Estate Vineyard & Winery

Shannon Hewett, with Rivaura Estate Vineyard & Winery, presented to the Board the Northern Idaho Update.

Her report included:

- reduced hours during the winter
- with spring on the horizon, tasting room traffic is picking up
- they have hired tasting room staff
- coming up on their two year anniversary
- current case production is 4,000 with room to grow
 - most likely to max out at 7,000

Dolsby asked if S. Hewett came across any hiring issues and S. Hewett replied they had a great response with applicants.

Vince Hewett added the vineyard is looking great and everything is pre-pruned. With last year as hot and dry as it was, they have had some recent precipitation. V. Hewett mentioned they are currently 26 acres strong and most likely are maxed out. Rivaura is using 100% of their harvest. The next steps for the vineyard will be going through *Next Commission Board Meeting: May 12th, 2022 – 9:00 AM (MST) Idaho Wine Commission Office*

to look for any frost damage. V. Hewett highlighted that Rivaura Estate Vineyard & Winery has weather stations from BSU that he references frequently.

V. Hewett gave a quick update on the new brewery.

He added:

- recently brewed a beer for St. Patrick's Day
- held a small release party and sold out

Batt joined the meeting at this time

Legislative Report

Batt reviewed his report which was included in the Board Packet. He stated the 2022 Legislative Session is still looking at a March 25th, 2022 adjournment.

Ada County

Batt gave a brief update on his meeting with ADA County and talked about the issues in Ada County. Great educational opportunity to highlight the agricultural and economic impact to the commissioners. Batt hopes to get word from the outcome of the recent meeting.

Dolsby asked Batt his thoughts on raising the assessments for the Idaho Wine Industry. Batt stated he hasn't heard any word from the Governor's Office as to if we should do this or not. Batt ended his update that there will be new legislators coming in due to current legislators not going for reelection.

Batt will send the Idaho Wine Commission Board his new contract for consideration.

Batt left the meeting at this time

Financial Report

B. Smith presented the budget and current financials with the Board. With no need for discussion, Sullivan moved to approve the financial report. Seconded. Motion carries.

B. Smith presented the Draft Budget to the Board at this time for their review. She noted in May the budget will need to be approved.

Education Report

Industry Seminar Grant Funds

- 15 people completed education opportunity
- 7 people signed up to complete
- \$5,500 spent of the \$8,500

Annual Meeting - February 21st and 22nd, 2022

- Virtual Day - Free to attend - 99 attendees
- In Person Day - \$95/person - 105 attendees
- Tim Donahue - 1 Dinner & 4 two hour meetings
- Trent Ball - 2 Dinners & 3 two hour meetings
- Joel Perez - 2 Dinners & 4 two hour meetings
- Exhibitors - \$1,500 total
 - The Chocolat Bar, Tiger Solar, Sara Nelson Design, Idaho Employment Lawyers & Boise River Canning
- Sponsorships - \$3,600

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- Vintage Tasting Sponsor - Core Enology Analytical Services
- Comparative Tasting Sponsor - ETS Laboratories
- Lunch Sponsor - Tiger Solar
- Industry Reception Sponsor - Associated Insurance Services
- Monday Break Sponsor - Sara Nelson Design
- Idaho Beer & Wine Distributors Association

Idaho Wine and Cider Competition

- Registration open
 - Cold Springs Winery
 - Meriwether Cider Co.
- Welcome Dinner at Anthony's
- Boise CVB - 2022 SPONSOR
- Industry Reception Sponsors
 - Wilbur Ellis, Bayer, Corteva, BASF and Gowan
- Wine tour to follow with judges

Education Seminars

- Kade Casciato Vineyard Water Seminar in Northern Idaho March 9th, 2022
- WISE - Branding Seminar - April 4, 2022 registration was sent out

Brand Loyalty Report

Savor Idaho

- Event planning and logistics
- Working on layout
- Tickets went on sale March 1st, 2022
- Met with City of Boise, Boise PD & Idaho Wine Commission

Idaho Wine & Cider Month

- Passport 2022
 - Information sent to advertisers
 - Information sent to Wineries
 - Working on prizes
- Banners will be up throughout the state
- Reached out to Gov. Little's scheduler
- Events posted on website & social media

Dolsby then reviewed the slides with the Board which covered recent media placements. *Highlights can be found on our website under the NEWS section.*

Staff Highlights

Moya Dolsby | Executive Director

- Legislation
- Budget Reviews
- Fahlgren/Mortine Status Meetings
- Annual Meeting
- Grants
- Gonzaga Leadership Program
- DBA/Garden/SWITA board/WineAmerica

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Brenna Smith | Operations & Finance Manager

- Monthly Financials
- Created 22/23 Draft Budget
- Annual Meeting Planning/Execution
- Grant Planning & Replanning
- Grant Webinar
- Legislative Rules Presentations
- Moya's Legislative Update Presentations
- Savor Idaho Preparations
 - Ticket Sales Management
- Ag Summit Strolling Supper with Moya
- Leadership Idaho Agriculture Auction
- *Visited hometown for Grandpa's 82nd Birthday*

Ashlee Struble | Industry Relations Manager

- Industry emails / stand alone emails
- Consumer emails
- F/M Status Meetings
- Website updates
- Savor Idaho updates and consumer responses
- Annual Meeting and Industry Reception
- Savor Idaho Sponsorships
- Winery profile updates
- Board Meeting Preparations
- Social Media Calendar Approval
- Logistics for Idaho Wine/Cider Competition
- *Being consumed with kid's sports schedules*

Natalia Howard | Admin Assistant

- Working on getting ads for the passport
- Passport emails/sign-ups
- Created Northern Idaho schedule
- Preparing for Savor Idaho
- Created 2021 member reports
- Creating surveys for events
- Adding events to the website

Anna Claire Nelson | Intern through BSU Work U Program

- Reaching out to wineries to create an iMovie to recognize wineries throughout the state
- Preparing for Savor Idaho
- Searching for bands to perform at Savor Idaho
- Tested and solidified a popsicle vendor for Savor Idaho
- Reaching the halfway point of my final semester at BSU
- Planning a post-grad Europe trip
- *Went for a road trip to San Luis Obispo weekend*

Discussion

- May 12th, 2022 Next Board Meeting
 - Idaho Wine Commission Office
 - Tour wineries in the afternoon after the board meeting
- Producer (Winery) Board Seat Nominations

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Adjourn

J. Cragin moved to adjourn the meeting at 11:37 AM. Seconded. Motion carries.

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager
Idaho Wine Commission