

# IDAHO WINE COMMISSION

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Idaho Grape Growers & Wine Producers Commission  
Board of Directors Meeting  
May 21, 2020 | 9:00 AM  
Idaho Wine Commission Office & Zoom | 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, Brenna Christison, Ashlee Struble, Kathryn Westlund

**Other via Zoom:** Roger Batt, Legislative Educator; Jim Thompson; Michael Parella, University of Idaho; Samatha Parrott, University of Idaho; Scott Smith, Sol Invictus Vineyard; Sheila Francis, Idaho Brewers United; Jeremy Pisca, Risch + Pisca, PLLC; Brent Olmstead, University of Idaho; Coco Umiker, Clearwater Canyon Cellars; Karl Umiker, Clearwater Canyon Cellars

## **Call To Order**

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

## **Approval of Minutes**

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

Dolsby welcomed everyone to the May 2020 Board Meeting.

## **Presentation**

Michael Parrella, Dean of College of Agricultural and Life Sciences at the University of Idaho, presented to the Board his background and experience. Currently he's focusing on moving the University of Idaho forward and supporting Idaho agriculture. UI extension has pivoted to continue offering educational programming and consultation via virtual resources, during this time. Parella noted he is concerned about a number of projects and one being the Parma Research and Extension Center. Renovations on the 50 year old building to invest in equipment and infrastructure to support research and extensions efforts are planned. The goal for this project is to expand the facility and hire the best faculty.

*Jake Cragin entered the meeting at this time*

- *Positions at Parma Extension would include: Irrigation/Soil Scientist, Weed Scientist, Pollination Specialist and Extension Fruit/Viticulture Specialist.*

The update to the facility is projected to cost \$7 million and the timeline to start June 10 by requesting the State Board of Education approval to proceed with the design phase. They have currently raised \$2.57 million and have requested an additional \$3 million. After going over this update, he opened it up for questions. No questions were asked at this time.

*Michael Parrella, Brent Olmstead and Samantha Parrott left the meeting at this time.*

*Next Commission Board Meeting: July 16, 2020 – 9:00 AM – Northern Idaho, Location TBD*

## **Financial Report**

Dolsby expressed her appreciation to the Board for receiving grant dollars this year. Christison reviewed the new grant to the Board and stated we have two years to spend the new grant dollars. It was stressed the Idaho Wine Commission is fortunate to have received the grant this year, nearly \$190k.

Christison reviewed the purple sheet and noted the Idaho Wine Commission will end the year with a deficit and projected plans to make up the funds.

Christison presented the current financials to the Board. With no need for discussion, Potter moved to approve the financial reports as presented. Seconded. Motion carries.

Christison asked if there were any questions on the 2020/2021 budget and no questions were asked at this time. Williamson moved to approve the 2020/2021 budget as presented. Seconded. Motion carried.

Christison discussed the Parma Research facility and the Idaho Wine Commission's scheduled donation to the new facility. The board agreed to continue the support for the Parma Extension but just to postpone payments at this time.

## **Paid Assessments**

Bankhead Vineyard  
Bruneau Vineyard  
Cabin View Winery  
Cinder Wines  
Clearwater Canyon Cellars  
Colter's Creek Winery  
CuestaSol Vineyards  
Dude DeWalt Cellars  
Emerald Slope Vineyard  
Finca Beseda  
Indian Creek Winery/Stowe Vineyards  
Kerry Hill Vineyards  
Kindred Vineyards  
Koenig Vineyard  
Lanae Ridge Vineyard  
Lindsay Creek Vineyards  
Meriwether Cider Co.  
Par Terre Winery  
Potter Wines  
Rivaura Vineyards  
Rock Spur Vineyards  
Rolling Hills Vineyard  
SCORIA Winery  
Split Rail Winery  
Telaya Wine Co.  
Vizcaya Winery/Windy Ridge Estate Vineyard  
W2  
Williamson Vineyards

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## **Legislative Report**

Batt reviewed his research on what it would take to have an association. He went over the steps included:

- Approval would be needed by the industry (survey)
- Hold a meeting and establish board of directors
- Write articles of incorporation and bylaws
- File with the Secretary of State with correct paperwork

The association would need to file as a non-profit. He mentioned the timeframe it would take and opened it up to discussion.

Dolsby stated many other agriculture groups have an association and a commission. The question was raised if the Idaho Wine Commission could support the wine association, if assembled. The step to find that answer, would be to ask the Idaho Wine Commission's attorney what can and can't be done with regards to supporting financially an association.

## **Idaho Excise Tax Draft**

Batt reviewed the draft legislation for the Idaho Excise Tax. The version of the draft legislation would put back in the 5% that out-of-state vintners pay to the state of Idaho and includes 100% of the sale of Idaho. Batt opened the discussion for questions on the draft. Dolsby asked if of the 100%, what percentage would go to the general fund. Batt replied that 88% would go to the Idaho Wine Commission and 12% to substance abuse. It was brought up if the Idaho Wine Commission should go ahead and run this legislation in the upcoming session. Williamson stated he would prefer to be reactive if beer does decide to run their legislation. Dolsby asked Pisca and Francis if they had any questions about this draft legislation. Both stated they would like to see the draft legislation in full since they both are having their board meetings soon. Francis stated they are unsure at this point in time if they plan to run any legislation. Batt plans to get Pisca and Francis a draft for their review.

## **Social Media**

Batt included in the board packet the draft legislation on social media. This would allow Idaho wineries to use websites and social media accounts to promote upcoming promotions. Pisca shared with the Board he believes this wouldn't pass due to the disruption of the 3-tiered system. Dolsby stated she would like to send this draft legislation to her friend at the Wine Institute and could copy Pisca in that email. Batt reiterated this is a draft legislation and requested Pisca to offer feedback to make sure we are able to be on the same page and bring this legislation to the next session.

## **Clean Up Legislation**

Batt went over the legislation he cleaned up. He stated hard cider is to be taxed as wine and beer is to be taxed as beer. Batt mentioned this would allow a cidery to be on our board of directors of the IWC. The next step would be to send this draft to Meriwether Cider for their review. Batt will send a draft of this legislation to Pisca.

## **Rules Assessment Increase**

Batt mentioned Christison sent the rules to DFM. Christison stated she sent information and followed up without no response. Batt will follow up after the board meeting.

Batt closed with mentioning the IWC and he has done the best to get wineries open during this pandemic and explained he has received conflicting information. He stated we received a curveball with the newest information from the office of the Governor about opening in Stage 3.

*Roger Batt left the meeting at this time.*

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## **Education Report**

### **Annual Meeting 2021**

- **SAVE THE DATE** - February 22nd and 23rd, 2021
- Speakers have been contacted and contracts are being written
- Riverside Hotel contract being drafted

### **Vineyard Consultant - May/June 2020 - Grant Funded**

- Virtual Vineyard Seminar with Joel Perez for the whole state
- Two Dates - May 26th and June 2nd
- Each seminar will be 2 hours and will be recorded
- RSVPs went out May 7th
- 20 people signed up so far

### **Boot Camp**

- September 28th and 29th
- Bus reserved
- 1 Urban Winery Day
- 1 Sunnyslope Winery Day
- Schedule set
- Working on registration link

### **Camp Vino**

- September 13th
- Scheduled set

## **Brand Loyalty Report**

### **Road Show**

- Grant Funded Program - Partnership with F/M
- Postponed due to COVID-19

### **Savor Idaho**

- Cancelled due to COVID-19

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

- Kick off event cancelled due to COVID-19
- Governor Little plans to do a video of support that we can promote via social media
- Working on partnership with DairyWest and Albertsons for videos in the month of June
  - highlighting Idaho Wine and Idaho Cheese
  - Albertson to choose the wine

### **Media Tours - Northern Idaho and Southern Idaho**

- Postponed due to COVID-19
- Most likely will happen in April 2021

## **Staff Top 5 for the Year**

### **Brenna**

- Taking on quarterly and yearly payroll taxes
- Helping navigate us through the loss of an employee and hiring new employee
- created excise tax plan documents throughout the year
- Presenting rules to legislative committee
- receiving grant funds

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## **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**

- New job! learning a new industry
- Planned a successful Sippin in the City and Annual Meeting
- Getting new sponsors and event ideas
- Successfully managed intern
- Savor Idaho 2020 - executing new ideas and sponsors, VIP lounge

## **Moya**

- Keeping budget whole
- Legislation - Excise Tax
- Grant Funding
- Onboarding new employee
- Media coverage from press trips
- Economic Impact study

## **Discussion**

- Next Meeting July 16, 2020
  - We will follow up with the Board to start planning the next meeting in July in Northern Idaho.

## **Staff Reviews - Executive Session- Idaho Code Section 74-206 -**

**74-206. EXECUTIVE SESSIONS — (1) An executive session at which members of the public are excluded may be held, but only for the purposes and only in the manner set forth in this section. The motion to go into executive session shall identify the specific subsections of this section that authorize the executive session. There shall be a roll call vote on the motion and the vote shall be recorded in the minutes. An executive session shall be authorized by a two-thirds (2/3) vote of the governing body. An executive session may be held:**

**(b) To consider the evaluation, dismissal or disciplining of, or to hear complaints or charges brought against, a public officer, employee, staff member or individual agent, or public school student;**

*Potter moved to enter into Executive Session to discuss the proposed budget and staff evaluations for the 2020/2021 fiscal year. Seconded. Motion carries at 10:27 AM.*

## **Roll Call:**

Crystal Potter – Yes

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Mike Williamson – Yes

Jake Cragin – Yes

Greg Koenig – Yes

Earl Sullivan –Yes

*Sullivan moved to close the Executive Session at 10:38 AM. Seconded. Motion carries.*

Dolsby resumed the Board of Directors meeting at 10:40AM.

*Sullivan moved to extend to the Idaho Wine Commission staff \$1,000 each in their salary for the next fiscal year and have that reflected in the 2020/2021 budget. Seconded. Motion carries.*

**Adjourn**

*Potter moved to adjourn the meeting at 10:44 AM. Seconded. Motion carries.*

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager  
Idaho Wine Commission

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