

# IDAHO WINE COMMISSION

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Idaho Grape Growers & Wine Producers Commission

Board of Directors Meeting

May 20, 2021 | 9:00 AM

Idaho Wine Commission Office - 1st Floor Conference Room

Zoom Link: <https://idahowines-org.zoom.us/j/88394356653?pwd=Ro5MZoExMU94WitFSFMzUCtGVdVtdzo9>

821 West State Street, Boise, ID 83702

## **Present**

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

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

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

**Other:** Jim Thompson

**Other via Zoom:** Lane Hewett, Rivaura Estate Vineyard and Winery; Robert Anders, Risch Pisca, PLLC; Elisa Ford, Northwest Berry Foundation; Julie Pond, Northwest Berry Foundation

## **Call To Order**

Dolsby called the meeting to order at 9:02 AM.

## **Approval of Minutes**

Moya presented the March 2021 Minutes. *With no need for discussion, Potter moved to approve the minutes. Seconded. Motion carries.*

Dolsby welcomed everyone to the May 2021 Board Meeting. Dolsby recognized this is Williamson's last meeting as an active Board Member and thanked him for his dedication to the industry. Dolsby then passed around recent magazine highlights from *FOOD and WINE* and *Great Northwest Wine*.

## **Northern Idaho Update - Lane Hewett with Rivaura Estate Vineyard and Winery**

Lane Hewett, with Rivaura Estate Vineyard and Winery, gave an update to the Board on the vineyard and winery. He stated everything is going well and is right on track in the vineyard. He also highlighted these points:

- Spring has been very dry
- Has been using drip irrigation more now than in the past
- Tasting room is busy and wine traffic is picking up

Dolsby reminded everyone Rivaura will be hosting our upcoming Northern Idaho Round Table with Joel Perez on June 3, 2021 at 9:00 AM (Pacific). Hewett stated he's looking forward to having Joel Perez in Northern Idaho.

## **Legislative Report**

In Batt's absence, Dolsby presented to the Board an overview of the topics the Idaho Wine Commission would like to move forward with for 2022 Legislative topics. Those topics included:

- RIGHT TO FARM - Extending the protection to vineyards

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- 75% Requirement for Consent - Under Idaho Statute there is a requirement stating 75% of the neighbors need to consent in order to have a winery be approved. The industry intends to amend this Legislation to exempt the industry from this requirement altogether.
- Household Wine - The Idaho Wine Commission will work on Legislation to codify the federal rules when it comes to being able to have 200 gallons of wine per person for household use.

Dolsby mentioned there was a legislative meeting held at our office a couple weeks ago with industry members and the IWC will need to submit ideas to the Governor's office in June. Dolsby then stated to the Board WineAmerica's call for support for their United States Postal Service Shipping Equity Act and wanted to make sure the Board agreed to IWC putting our name on the bill for support. There is an appetite for postal reform after all the trials and tribulations at the USPS over the last year, which makes a great opportunity for this potential change.

Lastly, Dolsby stated to the Board FARE Idaho's concern about Idaho restaurants not being able to have ownership in a winery/brewery and the IWC supporting them in their efforts to change this legislation.

B. Smith noted DFM rules and when the Idaho Wine Commission will need to submit their ideas, which will be in June of this year.

Potter moved to approve the 2022 Legislative Ideas as presented. Seconded. Motion carried.

### **Financial Report**

B. Smith reviewed the budget with the Board. It was highlighted the budget is looking healthy to end the fiscal year. B. Smith showed the Board paid assessments and stated the IWC is in line from previous years. B. Smith will send the Board the unpaid assessment list for their review.

B. Smith presented the current 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 the 2021/2022 draft budget and asked the Board for any questions.

Potter moved to approve the 2021/2022 budget as presented. Seconded. Motion carried.

Dolsby stressed to the Board the importance of having a strategic planning session and proposed the Board with their thoughts in moving forward to plan. S. Smith stated he would like to see the Board move forward with a strategic planning session. Potter suggested the IWC start the proposal process and report back to the Board.

### **Education Report**

#### **Annual Meeting - February 21st & 22nd 2022**

- Agenda drafted and speakers being contacted
- One day virtual and one day in person
- Industry Reception will follow the second day (in person day)

#### **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 (Trade)**

- September 27th and 28th, 2021

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- In the planning process

### **Industry Seminar Grand Funds**

- 10 people completed education opportunity and have been reimbursed
- 7 people signed up to complete
- \$2,458.99 spend of the \$8,500

### **Recent Seminars for the IWC Industry**

- **Wine Not Make the Most of My Business Virtual Seminar**
  - April 13th, 2021
  - 9 Attendees
  - Optimize your business planning experience
- **Virtually Perfect - Virtual Tasting Seminar**
  - May 6th, 2021
  - 30 Attendees
  - Sponsored by CORAVIN
  - Wineries signed up received a complimentary PIVOT
- **Vineyard Marketability with Joel Perez**
  - May 13th, 2021
  - 14 Attendees

### **2022 Winery Paid Assessments**

3100 Cellars

Bitner Vineyards

Cabin View Winery

Cinder Wines

Clearwater Canyon Cellars

Coeur d'Alene Cellars

Colter's Creek Winery

Cuesta Sol Vineyard

Dude DeWalt Cellars

Fujishin Family Cellars

Hat Ranch Winery/Vale Wine Co

Hells Canyon Winery

Indian Creek Winery

Jovinea Cellars

Kerry Hill Winery

Kindred Vineyards

Koenig Vineyards

Lindsay Creek Vineyards

Meriwether Cider Co

Owyhee Vista Vineyards

Par Terre Winery

Pend d'Oreille Winery

Potter Wines

Rivaaura Estate Vineyards & Winery

Rolling Hills Vineyard

Sawtooth Winery/Ste. Chapelle Winery

SCORIA

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Sheppard Fruit Wines  
Sol Invictus Vineyards  
Split Rail Winery  
Sweetbriar Vineyard & Winery  
Telaya Wine Co.  
Vizcaya Winery  
Williamson Vineyards

**2022 Vineyard Paid Assessments**

Bankhead Vineyard  
Bitner Vineyards  
Colter's Creek Winery  
Cuesta Sol Vineyard  
Digiacomo Vineyards  
Dude DeWalt Cellars  
Emerald Slope Vineyard  
HAT Ranch Winery  
Hells Canyon Vineyards  
Stowe Vineyard (Indian Creek Winery)  
Kerry Hill Vineyards  
Kindred Vineyards  
Koenig Vineyards  
Lanae Ridge Vineyard  
Lindsay Creek Vineyard  
Meadowlark Hills Vineyard  
Owyhee Vista Vineyards  
Rivaura Estate Vineyard & Winery  
Rock Spur Vineyard  
Rolling Hills Vineyard  
SCORIA Vineyard  
Sol Invictus Vineyard  
Sweetbriar Vineyard & Winery  
Umiker Vineyard (Clearwater Canyon Cellars)  
Williamson Vineyards

**2022 Winery/Vineyard Paid Assessments**

Bitner Vineyards  
Clearwater Canyon Cellars  
Colter's Creek Winery  
Cuesta Sol Vineyard  
Dude DeWalt Cellars  
HAT Ranch Winery/Vale Wine Co.  
Hells Canyon Winery  
Indian Creek Winery/Stowe Vineyard  
Kerry Hill Winery  
Kindred Vineyards  
Koenig Vineyards  
Lindsay Creek Vineyards

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Owyhee Vista Vineyards  
Rivaura Estate Vineyard & Winery  
Rolling Hills Vineyard  
SCORIA  
Sol Invictus Vineyard  
Sweetbriar Vineyard & Winery  
Williamson Vineyards

### **Brand Loyalty Report**

#### **Road Show and Restaurant Support Program**

- Grant Funded Program in process of being revised
- Waiting on approval from ISDA to promote Savor Idaho/Idaho Wine and Cider Month

#### **Savor Idaho/Idaho Wine and Cider Month**

- Passport Program
  - 31 wineries participating
  - \$2,200 in ads sold with Idaho Tourism sponsoring at \$1,500
- Landing Page created
- Governor will be providing a video of support
- Savor Idaho To Go ½ Case sale
  - 18 wineries participating
  - Currently on sale now through June 1st

#### **Videos**

- F/M - Grant Funded Project
- 3rd and final video was completed

#### **Virtual Media Mission - March 30th and 31st**

- F/M Grant Funded Project
- Idaho Tourism and Idaho Preferred Sponsored event
- Participating Wineries Included: Clearwater Canyon Cellars, Colter's Creek Winery, Free Dog Wines, Meriwether Cider Co, Rivaura Estate Vineyard and Winery, Sawtooth Winery, Ste. Chapelle Winery, Telaya Wine Co and Williamson Vineyards

### **Staff Highlights**

#### **Moya**

- Legislation
- Budget Reviews
- Reviews
- Industry Meetings
- Media Mission
- Savor Idaho To Go

#### **Brenna**

- Completed Monthly Financials
- Quarterly Grant Reporting
- Designed the Idaho Passport
- Switched IWC to Quickbooks Online
- Started uploading documents for the Audit
- Assessment Collection Management

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- Started Savor Idaho To Go 1/2 case sale
- Planning of the 2022 Annual Meeting
- Implementing Maternity Leave
- Drafted new fiscal year budget

### **Ashlee**

- Industry emails and other stand alone emails
- F/M Status Meetings
- Website updates
- Landing Page for SI Passport
- Attended Financial Seminar
- Attended Virtual Perfect Seminar
- Attended Vineyard Marketability Seminar
- Social Media Calendar Approval
- Blog Management
- Logistics for Joel's Northern Idaho and Southwestern Idaho visit in June
- Industry Meetings
- Virtual Job Fair - May 19th

### **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;**

*S. Smith moved to enter into Executive Session to discuss the proposed budget and staff evaluations for the 2021/2022 fiscal year. Seconded. Motion carries at 10:03 AM.*

#### **Roll Call:**

Crystal Potter –Yes  
 Mike Williamson – Yes  
 Jake Cragin – Yes  
 Scott Smith – Yes  
 Earl Sullivan – Absent

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

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

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Williamson stated after taking the whole budget in consideration, the appreciation the Board has of the Idaho Wine Commission team and all the hard work, the Board has decided to give an increase of salary; 4% to Moya Dolsby, 4% to Brenna Smith and 8% to Ashlee Struble.

*Potter moved to amend the budget with the update in salary to be reflected in the 2021/2022 budget. Seconded. Motion carries.*

**Discussion**

Mike Williamson  
New Board Member Update

**Adjourn**

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

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager  
Idaho Wine Commission