

# IDAHO WINE COMMISSION

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Idaho Grape Growers & Wine Producers Commission  
Board of Directors Meeting  
Thursday, May 12th, 2022 | 9:00 AM  
Sol Invictus Vineyard  
6394 Schmidt Lane, Star, ID 83669

## **Present**

**Board:** Crystal Potter, Potter Wines; Jake Cragin, Winemakers LLC; Scott Smith, Sol Invictus Vineyard; Earl Sullivan, Telaya Wine Co.; Mark Pasculli, Rolling Hills Vineyard

**Idaho Wine Commission:** Moya Dolsby, Brenna Smith, Ashlee Struble, Natalia Howard and Taylor Johnson

**Other via Zoom:** Roger Batt, Legislative Educator; Coco Umiker, Clearwater Canyon Cellars; Julie Pond, Northwest Berry Foundation; Robert Adherst, Risch Pisca, PLLC

## **Call To Order**

Dolsby called the meeting to order at 9:01 AM.

## **Approval of Minutes**

Dolsby presented the March 2022 Minutes. With no need for discussion, Sullivan moved to approve the minutes. Seconded. Motion carries.

Dolsby welcomed everyone to the May 2022 Board Meeting and thanked Sol Invictus Vineyard for hosting. Dolsby introduced our new intern to the Board, Taylor Johnson.

## **Northern Idaho Update - Coco Umiker, Clearwater Canyon Cellars**

Coco Umiker, with Clearwater Canyon Cellars, gave the Northern Idaho update to the Board. She mentioned the odd weather they recently experienced, and they are about 2 weeks behind from bud break this year.

She also mentioned out in the basin that the buds did wake and might have some issues with their whites and rainfall looks back up to average.

She also highlighted other points:

- Riverboats are back
- Excited for the tourism season

## **Legislative Report**

Roger Batt, presented to the Board his legislative report. He highlighted to the Board the draft local government preemption legislation and asked the Board if they had feedback. No feedback was given at this time.

Batt will continue to work with B. Smith and DFM (*Department of Financial Management*) to proceed with this legislation.

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Batt gave an update on upcoming meetings

- May 20th - Meeting with FARE Idaho on parklets and will be in touch after the meeting with updates
- May 23rd - Joint Meeting to preserve and protect farmland in Canyon County
- May 24th - 75% Rule with Ada County Commissioners in Boise

### **Presentation - John Segale - Fahlgren Mortine**

John Segale with Fahlgren Mortine, made his introduction to the Board. He highlighted that he has seen the same issues in California with what is going on currently in Idaho.

*He highlighted a points and action that we can take as a wine community:*

- Create a code of standards for wineries to agree on where they look at different situations and have an industry standard
- Idaho wine community and Idaho Wine Commission put forth for these code of standards, which is agreed upon by our wine community
- This code of standards will be proactive for any situations that may arise
- Segale mentioned doing a survey to find out the perception of wineries in their community
- Impact to economy - best to protect land from urban development

Segale opened his presentation to questions. He stressed we reach out to other community allies to promote our wine community to leverage our importance in the community.

Dolsby mentioned the importance of spreading the word of our wine community and creating talking points.

Sullivan mentioned the challenge in which we are facing the misinformation of our industry. He suggested we need a PR campaign to get firmly across what it means to operate a winery, revenue the wine community brings into the state of Idaho and the realistic business tactics and practices.

*Segale also highlighted:*

- Tip cards in our tasting rooms with facts and other benefits
- 1-800 number to consumers/neighbors to call if they have an issue where they can feel heard in the moment
- Value benefit of a productive wine community with facts on the importance of vineyards and fire prevention

Pasculli also stressed we need people in these upcoming hearings with Ada County. He believes this will make a larger impact.

Umiker highlighted the importance of finding community allies. Dolsby asked Segale how we can start the Code of Conducts. He will be in touch with some samples.

*John Segale left the meeting.*

### **Financial Report**

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

B. Smith gave an overview of the received grants for marketing and research. B. Smith is currently working on COVID SCBG Applications for grants. The grants are due Friday, May 13th.

*Paid assessments were highlighted to be Board via the PowerPoint slide.*

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B. Smith opened her presentation to the Board about the draft budget and asked the Board if they have additional questions.

### **Education Report**

#### **Idaho Wine and Cider Competition**

- Registration still open
- Welcome Dinner at Anthony's
- Industry Reception to follow at Koenig Vineyards
- Wine Tour for judges the following day

#### **Education Seminars**

- Harvest Host Seminar
  - May 2nd, 2022
- Kade Casciato Vineyard One-on-ONes
  - May 4th, 2022
- Kade Casciato Industry Vineyard Round Table
  - May 5th, 2022
- WISE - Phone Seminar
  - May 10th, 2022

### **Brand Loyalty Report**

#### **Savor Idaho**

- June 12th, 2022
- Sweepstakes with Alaska Airlines starting in May
- T Shirt order to Wear Boise
- Working on layout
- Working on all permitting
- Prepping badges

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

- Passport 2022
  - Working on creation of document
  - Working on prizes
- Banners
  - New banners in Downtown Boise

*Dolsby presented to the Board recent media highlights. All media highlights can be found on the website.*

### **Staff Highlights**

#### **Moya**

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

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## **Brenna**

- Monthly Financials
- Work on 22/23 Draft Budget
- Communications with Tax Commission
- Grant Planning & Writing
- Savor Idaho Preparations
  - Ticket Sales Management
- Attended BSU Class - Building a Culture of Accountability
- Designed Passport
- Planned Vineyard Visits - Kade & Tony
- Put together new desks & reorganized office
- *Visited friends in Seattle - Gentry grew up overnight!*
- *Celebrated 1st Mother's Day*

## **Ashlee**

- Industry emails / stand alone emails
- Consumer emails
- F/M Status Meetings
- Mother's Day emails for promotions
- Website updates
- Savor Idaho updates and consumer responses
- Industry Reception Planning
- Welcome Dinner Planning
- Savor Idaho Sponsorships
- Board Meeting Preparations
- Created Kade's One-on-One Vineyard Schedule
- Social Media Calendar Approval
- Logistics for Idaho Wine/Cider Competition
- *Kids sports and MOTHER'S DAY Celebration*

## **Natalia**

- Worked on getting final details for the passport
- Working on details for Savor Idaho
  - Getting wine info for Co-Op
  - Organizing badges for check-in
- Getting banners for downtown Boise for Idaho Wine and Cider Month
- Adding events to the website
- Sending out tour brochures & Sippin'
  - Through 2022 stickers
- Scheduling industry meetings
- *Moving to Seattle after Savor Idaho*
- *Spending time with friends and family*
  - *before I move!*

**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;**

*Sullivan moved to enter into Executive Session to discuss the proposed budget and staff evaluations for the 2022/2023 fiscal year. Seconded. Motion carries at 10:29 AM.*

**Roll Call:**

Crystal Potter – yes  
Mark Pasculli - yes  
Jake Cragin – yes  
Scott Smith – yes  
Earl Sullivan – yes

*Potter moved to approve the 2022/2023 budget as amended. Seconded. Motion carried.*

*Potter moved to close the Executive Session at 10:48 AM. Seconded. Motion carries.*

*Dolsby resumed the Board of Directors meeting at 10:49 AM.*

**Adjourn**

*Potter moved to adjourn the meeting at 10:50 AM. Seconded. Motion carries.*

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager  
Idaho Wine Commission

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