

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting

November 18th, 2021 | 9:00 AM

Idaho Wine Commission Office - In Person AND Virtual Option

Zoom Link - <https://idahowines-org.zoom.us/j/87070207248?pwd=bEYraWdmME5lcUhxRoR5dzZFTTV1UTo9>

Present

Board: Mark Pasculli, Rolling Hills Vineyard; Earl Sullivan, Telaya Wine Co.; Crystal Potter, Potter Wines; Jake Cragin, Skyline Vineyards

Excused Absence: Roger Batt, Legislative Educator; Scott Smith, Sol Invictus Vineyard

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

Others: Jim Bopp, Pend d'Oreille Winery; John Russell, Zwygart John and Associates CPAs, PLLC; Jackie Groves, Cuesta Sol Vineyards; Janet Northrup, Famici Wine Company; Elisa Ford, NCSFR; Addie Candib, American Farmland Trust

Call To Order

Dolsby called the meeting to order at 8:57 AM.

Approval of Minutes

Dolsby presented the September 2021 Minutes. With no need for discussion, E. Sullivan moved to approve the minutes. Seconded. Motion carries.

Dolsby welcomed everyone to the November 2021 Board Meeting.

Northern Idaho Report - Jim Bopp, Pend d'Oreille Winery

Bopp greeted everyone and gave a Northern Idaho update. He included information in his report to the Board and included but not limited to these updates:

- Harvest was good
- Exceptionally warm since this year
- A month ahead in July from the previous year
- Cabernet tonnage was particular low
- Bopp was able to get contacts earlier in the year and definitely was positive
- 90 tons harvested (2021)
- Happy with the quality of the cabernet but challenging with the chemistry of the fruit
- Harvest was completed earlier than usual
- After tallying harvest, it wasn't as low as he thought it would be

Bopp then asked the Board how the harvest compared in Southern Idaho. J. Cragin responded it was very similar to what Bopp experienced in Northern Idaho - hot and they finished earlier than normal, as well.

Bopp added foot traffic has been steady for their winery and employment was solid this summer.

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Bopp left the meeting at this time

Presentation - Audit

Russell with Zwygart John and Associates CPAs, PLLC presented to the Board the audit report. Russell first greeted the board and thanked B. Smith for working with him.

Russell highlighted his office is like everyone else during this time and short on employees. He then reviewed the audit with the Board.

Review Included but not limited to:

- Clean audit was conducted
- Following auditing standards
- Budget to actual comparison and kudos to management to presenting the information
- As a government entity the IWC keep two sets of books
- Described our net-profit and our management of keeping the budget on par with the current environment

Russell presented the balance sheet to the Board. He noted the wine excise tax really supports the Idaho Wine Commission. Russell then went over the footnotes in his report.

Russell then reviewed the budget to the actual schedule. He highlighted grant revenue and considering the year, he stressed the budget is good with good results.

Ending his report to the Board, he stated he didn't see any issues with our business and the way we operate. He asked the Board if they had questions. No questions at this time.

Russell left the meeting at this time

Motion was made to approve the audit as presented. With no need for discussion, E. Sullivan moved to approve the audit as presented. Seconded. Motion carries.

Presentation - American Farmland Trust

Candib greeted the Board and stated she oversees the program in Washington, Oregon and Idaho.

Candib presented to the Board on the topic of Conservation Easements. American Farmland Trust is a national nonprofit organization. Their mission is to save the land that sustains us.

American Farmland Trust (AFT) carries out their mission at many different levels. She stated AFT is new to Idaho and they worked hard to secure funding for Idaho. They were able to hire an employee in Idaho and his contact is David Anderson. (danderson@farmland.org)

She presented a slide about why it's needed to protect Idaho's farmland and included:

- Rapid population growth
- Farmland loss impacting highest quality farmland
- Lack of sufficient state policy or programs to prevent against loss
- Impending generational transfer of land

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Other slides she presented included:

Conservation Easement

- Deed restriction
- Flexible document
- Limits non-farm development, subdivision and other incompatible uses
- Protects agricultural land

Easement is a document that travels with the deed

Land Trusts

- Private, non profit entities
- Work with landowners to conserve properties
- Acquire land and easements
- Ensure conservation goals are upheld over time

How Do Easements Work?

- Donated or purchased by the land trust
- If purchased, the land trust accesses public or philanthropic funding
- Public funding can include long timelines
- Limit to no impact on day to day farming/ranching operations
- Land trust monitors easement terms by visiting at least once annually
- Landowners can sell, leave, mortgage or bequeath land under easement

Candib then reviewed the benefits of an easement to the Board. Those included:

- Permanently protect agriculture land
- Landowners may be eligible for tax benefits
- Protect scenic viewsheds, wildlife habitat, riparian areas and other natural resources
- Help secure land base and provide stability to the farming industry
- Make land more affordable for the next generation
- A way to keep land within families

Candib stated myths of easements and really stressed easements preserve the land they love in perpetuity.

Candib then stressed an easement is a long-term decision and should engage family as whole in the decision making. She mentioned talking to a financial tax and legal advisor and being flexible and patient.

Candib gave the Board her contact information and added they have an Idaho Agriculture Land Protection Roundtable. Dolsby asked if Candib can send us information on the roundtables for IWC to send to our industry.

Groves added she is very familiar with the tax benefits and is happy to be a resource to the Board and industry.

Candib thanked the Board for their time, thus ending her presentation.

A. Candib left the meeting at this time

Legislative Report

Batt was absent from today's meeting and his full report can be found in the Board Packet. In his report he stated the two approved 2022 legislation topics in which the Idaho Wine Commission will be bringing to the 2022 Legislative session include:

- Right to Farm Amendments and will be presented in the Agriculture Committee
- 75% Requirement for Consent and will be presented in the State Affairs Committee

ACTION ITEM: Pursuant to the attached Memorandum from the Division of Financial Management, the Commission will consider adopting of pending fee rule.

E. Sullivan made the motion, *pursuant to Section 67-5224, Idaho Code, that the commission adopt the proposed rule from the October 20th special edition of the administrative bulletin as a pending rule. There are no changes between the proposed and pending rule text. The rule is being adopted so the commission can continue to perform its statutory duties. With no need for discussion, C. Potter moved to approve the motion. Seconded. Motion carries.*

Financial Report

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

B. Smith presented to the board the draft of the assessment fact sheet. This document will be helpful in presenting to the industry the importance of assessments.

Education Report

Annual Meeting - February 21st & 22nd 2022

- Speakers are confirmed
- One day virtual and one day in person
- Registration open in December

Industry Seminar Grand Funds

- 14 people completed education opportunity and have been reimbursed
- 6 people signed up to complete
- \$4,208.99 spent of the \$8,500

Idaho Wine Competition

- NEW DATE - May 24, 2022
- Going Beyond Gold currently underway
 - 15 wineries participating - Wine Spectator and/or Wine Enthusiast
 - 5 wineries sending to other competitions (*3100 Cellars, Kerry Hill Winery, Clearwater Canyon Cellars, Williamson Orchards and Vineyards and Huston Vineyards*)

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Brand Loyalty Report

Savor Idaho 2022

- Planning and logistics underway
- Updated sponsorship levels
- Currently reaching out to sponsors

12 Days of Idaho Wine

- Holiday promotion
- November 1st consumer sales
- Sold
 - 5 white 1/2 cases
 - 12 red 1/2 cases

Dolsby then reviewed the slides with the Board which covered recent media placements and recent blog posts on the Idaho wine industry. All these highlights can be found on our website under the NEWS section.

Staff Highlights

Moya

- Legislation
- Budget Reviews
- Fahlgren/Mortine Status Meetings
- Travels to Lewiston
- Industry Meetings
- Boise Chamber Leadership Conference
- Grants
- Gonzaga Leadership Program
- DBA/Garden/SWITA boards

Brenna

- Monthly financials
- Quarterly grant reporting
- Finished yearly audit
- 12 Days of Holiday Cheers
- Annual Meeting Planning
- Yearly Grant Reports
- Grant Preparations
- Action Plan Preparations

Ashlee

- Idaho Wine Competition
- Industry emails and other stand alone emails
- F/M Status Meetings
- Website updates
- AVA Map updates
- Traveled to Lewiston
- Tour Brochure edits
- Winery profile updates
- Social Media Calendar Approval
- Blog Management

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Sydney - Work-U Intern with Boise State

- Taste Idaho Gold was a success!
- Gathering bread quotes for Savor Idaho
- Learning how to use all kinds of different platforms (Wufoo, Sign Up Genius and navigate our website by adding events to the event calendar)
- Applying skills I have learned at this internship to my future career path and beyond

Discussion

- Grant Ideas
 - IWC team presented the grant ideas which were submitted for the COVID Relief Fund
 - Brand Loyalty Grant: Toast To Your New Home, Social Media, Media Relations, Website Updates, Wine Month Campaign, Consumer Email Program, Blog Project, Photography, Virtual Media Mission, Journalist Visits and Strategic Planning
 - Education Grant: Winery Incentive Communication Plan, Marketing and Educational Workshop Series, Vineyard/Winery Educational Seminars, Industry Education Travel Funds and New Economic Impact Study
 - COVID Relief From the Governor
 - Marketing - Ad Campaign, Website Redesign, Tour Brochure Resign, New Photography, Video Series, Airport Display, Statewide Wayfinding Implementation, Pop-up wine Bars and Major Broadcast Integration
 - Education: Speakers to Idaho, Industry Travel Funds and Staff Education
 - One Time Funding
- Greg Jones
 - J. Cragin would like to see a study of geographical study within our AVAs. He would like to see an updated study since our climate is changing in our area and have this study all through Idaho.
 - Partner Jones and Wilkins with using the weather station data
- Action Plan Meeting: December 2nd, 2021 at Telaya Wine Co (9:00 AM - 1:00 PM)
- Lifetime Achievement Award
 - Dolsby asked the Board for recommendations
- Northern Idaho Board Meeting
 - March 10, 2022

Adjourn

Potter moved to adjourn the meeting at 10:59 AM. Seconded. Motion carries.

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager
Idaho Wine Commission

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