

# IDAHO WINE COMMISSION

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Idaho Grape Growers & Wine Producers Commission  
Board of Directors Meeting  
November 19th, 2020 | 9:00 AM  
Meeting Was Held Virtually via [Zoom](#)

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## **Present**

**Board Present via Zoom:** Earl Sullivan, Telaya Wine Co; Crystal Potter, Potter Wines; Mike Williamson, Williamson Vineyards; Scott Smith, Sol Invictus Vineyard; Jake Cragin, Winemakers LLC

**Idaho Wine Commission via Zoom:** Moya Dolsby, Brenna Christison and Ashlee Struble

**Other via Zoom:** Roger Batt, Legislative Educator; Sienna Cashin, Fahlgren Mortine; John Russell, Zwygart John and Associates CPAs; Jeremy Pisca, Risch Pisca PLLC; Lisa Grigg, Jovinea Cellars; Jackie Groves, Cuesta Sol Vineyards

## **Call To Order**

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

Dolsby welcomed everyone to the November 2020 Board Meeting via Zoom.

## **Approval of Minutes**

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

## **Audit Presentation**

John Russell with Zwygart John and Associates CPAs, presented the Board the 2019/2020 Fiscal Year Idaho Grape Growers and Wine Producers (IWC) Audit Report. Russell stated everything looks clean and is a good audit report.

Russell mentioned the report is a snapshot ending at June 30th, 2020 and stated the Idaho Grape Growers and Wine Producers Commission is in a good position considering all that is going on with this year (COVID-19). Russell stressed if the Idaho Wine Commission would have been able to host their Savor Idaho event, there wouldn't have been a loss shown in the budget.

*He referred the footnotes in the report included:*

- Accounting notes
- Cash and investments
- All of our cash is covered by insurance and has no risk
- Lease commitment and includes our office payouts
- Risk management and that we have insurance
- Pensions
- Vacation time of the staff
- Credit Card use and how responsible the IWC is with usage

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Russell mentioned IWC budgeted to have a surplus in 2020, but due to COVID-19 there is a loss reflected. If IWC wouldn't have been hit by COVID-19 the budget would have been on track, but certainly couldn't have planned for this. Russell mentioned this was a clean audit and if we have any questions at any time, IWC is more than welcome to ask.

Russell opened the presentation for questions to the Board. Smith had a question about the assessments and with the rise in new wineries we should be able to see that section increased. Dolsby stated it fluctuates every year due to production amounts and the IWC having voluntary assessments.

*With no further discussion, Sullivan moved to approve the audit report as presented. Seconded. Motion carries.*

## **Legislative Report**

Batt presented a legislative report::

### **Beer Tax**

Batt stated the Beer Tax Legislation is going to be presented during the 2021 Legislative Session. Batt stated the IWC has not seen a draft of this legislation. Batt will keep the Board posted.

### **Social Media Legislation**

Batt read the email aloud to the Board that Jeremy Pisca emailed to Batt and Dolsby. Batt asked the Board if the IWC would like to proceed with this legislation for the 2020-2021 session.

Dolsby stated we can still present to the Legislature, but we don't have to fight. The purpose of this was to help wineries promote their events via social media without breaking the law. Smith questioned what response we would get from the Distributors Association. Batt stated the Distributors Association would clearly oppose this legislation as stated in the email.

The IWC could certainly pursue this legislation if the Board sees fit. Pisca addressed the Board that he's open to questions. Potter raised the question to Pisca about a scenario of the outcome of this legislation. Pisca stated whatever changes in the wine industry code it will inevitably change the beer code in his opinion. Pisca stated it might be a small tweek to the Idaho Wine Industry but it becomes a huge financial impactful for the distributors. Distributors are concerned their beverage clients would want them to promote their products on social media for them, thus creating more work. Pisca stated it becomes problematic when IWC includes Vitners to this legislation. It was highlighted that the IWC does go through the proper channels (Department of Financial Management & the Governor's Office) to get our legislation to be heard at the next legislative session. All legislation the IWC runs has to receive approval from the Governor's office before moving forward.

Dolsby asked the Board if they would like to proceed with the Social Media Legislation. Potter, Williamson and Smith all stated they are comfortable with moving forward with this legislation. Cragin said he would go along with what the wineries wanted. Sullivan had to step out during this conversation to attend another matter.

### **Canyon County Zoning Ordinance:**

Batt reported there was a meeting last Friday, November 13th. Dolsby and Struble from the IWC attended virtually. The draft is still in the editing process and there will be a second meeting to go over the edits. This is currently in the hands of Batt and the Canyon County wineries to create the final draft. Smith requested to see the updated draft when it is complete. Batt will send out the draft.

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## **Northern Idaho Update**

Lisa Grigg with Jovinea Cellars presented to the Board the November Northern Idaho Update. Grigg highlighted the following:

- Fruit quality was great
- Yields were lower and was pretty common throughout the area
- Excited for this year's vintage and they were able to get most of the grapes off the vine this year as opposed to last year when they had frost issues

Griggs also hit on traffic to wineries and stated that Lewiston really benefited from roadside travel from Washington State and Oregon but overall travel numbers were lower than year's past due to COVID-19. Dolsby thanked Grigg for joining the meeting and presenting this month's Northern Idaho Report.

*Grigg left the meeting at this time.*

## **Fahlgren Mortine Presentation**

Sienna Cashin with Fahlgren Mortin presented to the Board the current grant and first highlighted the programs they would like to continue. Those included:

- Social Media
- Website Management
- Media Relations
- Inbound Marketing

Cashin touched on projects which will be implemented in 2021 and those included:

- Ad Campaign
- Wayfinding Implementation

New grant projects were then presented to the Board and those included:

- New Home Program
- Pop-up wine Bar at a National Level
- Education Workshop Series
- Winery Incentive Communication Plan
- "Local Tastemakers" Itineraries
- Paid Consumer Connections

Cashin opened the presentation for questions. Dolsby stressed all of these grants take manpower and the importance of staff to make these programs successful. Cashin reiterated to the Board that if they have questions, they can certainly reach out to her.

*Cashin left the meeting at this time*

## **Financial Report**

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

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## **Education Report**

### **Annual Meeting 2021**

- Virtual Format
- Free for Attendees
- February 22nd and 23rd, 2021

### **Boot Camp**

- Event Canceled in 2020
- Scheduled for September 27th and 28th, 2021

### **WISE Social Media Training**

- Two Days training January 11th and 12th, 2021
- Registration is open now
- Emails have been sent out to the industry and will continue
- Grant Funded
- 2 hours each day starting at 10 AM - 12 PM (MST)

### **Vineyard Educator**

- Grant Funded
- Surveyed Industry
- Roundtable via Zoom

*Dolsby asked the Board if there were any suggestions for presenters to please let the Idaho Wine Commission know. The IWC would like to have these educational series monthly. Groves stated she would like to know more on how to stop development so it can preserve agricultural land. Smith suggested we look at Washington State's programs for presenters on suppliers*

### **Going Beyond Gold**

- Results from the San Francisco International Wine Competition
  - Double Gold - Camas Prairie Winery 2019 Raspberry Honey Wine
  - Silver - Camas Prairie Winery 2019 Strawberry Honey Wine
  - Bronze - Two Bad Labs Vineyard 2019 Sauvignon Blanc
  - Bronze - Rivaura Estate Vineyards 2018 Syrah
- Wine has been sent to San Francisco Chronicle

### **Taste Idaho Gold - First Round**

- Profit \$2,208
- Sold 22 Full Cases and 6 Half Cases
- Thanksgiving Edition Sold 9 Full, 22 1/2 Red & 7 1/2 White

### **Brand Loyalty Report**

*Dolsby started the Brand Loyalty Report by showing the latest video created by Fahlgren Mortine highlighting the culture of the Idaho Wine Industry. See video [HERE](#)*

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## **Road Show**

- Grant Funded Program - Partnership with F/M
- Currently working with F/M to create a virtual Road Show Spring 2021

## **Media Mission**

- Revised Grant Project to Virtual Media Mission - Spring

## **Savor Idaho**

- Currently Gathering Rental Costs for 2021
- June 13, 2021
- Still working with consumers on getting refunds

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

- Postponed due to COVID-19
- Currently working with F/M to make virtual in 2021

## **Tour Brochure**

- Sold \$12,500 in Advertisements
- Currently in Editing Phase
- Planning to have the new Tour Brochure available January 1

*Dolsby then presented to the Board the recent Media Highlights. All highlights can be found on our website under the NEWS section.*

## **Staff Highlight**

### **Brenna**

- Managed Taste Idaho Gold Program - Round 1
- Completed Quarterly Grant Ledger Submission
- Completed Monthly & Quarterly Financials
- Managed Taste Idaho Gold - Thanksgiving Edition
- Attended Professional Development Day
- Decorated our Tree Festival of Trees
- Completed Yearly Grant Reports
- Annual Meeting Planning
- Created new Year in Review Document
- *Got Married! October 15th*
- *Honeymoon in Jackson, WY*
- *Celebrated my 31st Birthday in October*

### **Ashlee**

- Industry emails and other stand alone emails
- F/M Status Meetings
- Decorated for the Festival of Trees
- Listened to Governor's Addresses
- Created Landing Page for Thanksgiving Events
- Blog Management

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- Fall Industry Meetings with Members
- Tour Brochure Updates
- Sold \$12,500 in Tour Brochure Advertisements
- Canyon County Ordinance Meeting
- Virtual Attendance for the SWITA meeting
- Going Beyond Gold logistics
- *Celebrated my 39th Birthday in October*

## **Paige**

- Learned HubSpot
- Created Industry Surveys
- Communicated with Industry about Thanksgiving events
- Assisted Brenna with Taste Idaho Gold
- Created Paint by Numbers for the Idaho Wine Commission

## **Moya**

- Correspondence with Industry
- Fahlgren Meetings
- Staff Adjustments
- Video filming/logistics
- Budget Reviews
- Legislative Planning
- Shifting of programs
- *Went to Yellowstone!*
- *Celebrated my 38th Birthday in October*

## **Discussion**

- Lifetime Achievement Award - *Board to send Ashlee your nominations*
- Industry Award - *Please send Ashlee your nominations and information will come out shortly to the industry via email.*
- Action Plan Meeting is postponed until board can meet in person
- Industry Round Table Virtual Happy Hour - December 14th at 5 PM
- Next Board Meeting January 21st, 2020

## **Adjourn**

*Potter moved to adjourn the meeting at 10:25 AM. Seconded. Motion carries.*

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager  
Idaho Wine Commission

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