

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting
November 21, 2019 | 9:00 AM
Idaho Wine Commission Office | 821 West State Street, Boise, ID 83702

Present

Board: Mike Williamson, Williamson Vineyards; Earl Sullivan, Telaya Wine Co.; Greg Koenig, Koenig Vineyards; Crystal Potter, Potter Wines; Jake Cragin, Winemakers LLC

Idaho Wine Commission: Moya Dolsby, Brenna Christison, Ashlee Struble and Kathryn Westlund

Excused Absence: Roger Batt, Legislative Educator

Other: Jim Thomssen, Idaho Wine Ambassador; Hailey Minder, 3100 Cellars; Jared Zwygart, Zwygart John & Associates; Jason Boal, Community Planning Manager with Ada County; Mark Pasculli, Rolling Hills Vineyard; Johnna Buchert, Dude Dewalt Cellars; Bob Wright, Wright Brothers; Teri Murrison, Administrator for the Idaho Soil and Water Conservation Commission; Joshua Hodge, Parma Ridge Winery & Bistro/Sunnyslope Wine Trail

Call To Order

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

Approval of Minutes

Moya presented the July 2019 Minutes. *With no need for discussion, Sullivan moved to approve the minutes. Seconded. Motion carries.*

Dolsby welcomed everyone to the November 2019 Board Meeting and introductions were made.

Teri Murrison joined the meeting at this time

Joshua Hodge joined the meeting at this time

Presentation

Jared Zwygart presented the financial statement to the Board. Zwygart stressed the Idaho Wine Commission is a government entity, which has different standards to be followed, and are different from non-profit companies or other businesses. Two distinct financial statements were presented and Zwygart presented his opinions of the IWC's financials and stated there were no issues.

Zwygart stated the IWC has a healthy carry over balance and under budget for expenditures. Zwygart then opened his presentation up for questions. The following questions were asked:

- Sullivan referenced the systems of the audit and if it was working in the best manner. Zwygart stated the system is working as it's going currently.
- Sullivan suggested removing the word "Liquor" in the statement
- Sullivan referenced the net receivables and questioned the balance. It was referenced that the balance is from grants that are rolling over to the following year.

Williamson moved to approve the amended audit. Seconded. Motion carries.

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Financial Report

Approve Expenses

Dolsby presented the July-October 2019 financials to the Board. With no need for discussion, Potter moved to approve the financial reports as presented. Seconded. Motion carries.

Christison presented the 2020 Grant ideas to the Board. Sullivan stressed to the Board if there are any questions about the titles of the grant ideas, to ask. Christison stated if there are any additional ideas for grant ideas, to email her.

Legislative Report Dolsby stated Batt is unfortunately absent for the meeting and introduced Johnna Buchert to the Board and asked her to give a status update on the Unincorporated Ada County Permitting. Buchert gave a brief description of their concerns with their permitting. She stated a committee has been formed through the Eagle Foothills AVA Association. Buchert highlighted the presented draft ordinance for Unincorporated Ada County.

Murrison added the committee would like to talk to Roger Batt to create greater flexibility to promote economic development. Buchert stressed the need for additional input from the IWC and those who have been in these situations before. The committee is wanting to be proactive instead of reactive.

Boal stated Ada County recognizes there are changes to be made to the zoning. Boal stressed Planning and Zoning wants to help businesses succeed, while keeping the public's safety in mind. An agriculture overlay would be less restrictive and is a possible step after initial ordinances passes.

The committee plans to continue meeting and when there is the right draft completed, to present that to ADA County. Boal stated that the City of Eagle has been a great partner in this process.

Buchert stated she would like input from others in the industry to get their comments and concerns. Dolsby suggested putting this in the member email to call out for comments.

Sullivan stressed the ordinance will only impact the businesses in unincorporated Ada county.

The committee will send verbiage to be included in the bi-weekly email.

Mark P left the meeting at this time

Teri Murrison left the meeting at this time

Bob Wright left the meeting at this time

Jason Boal left the meeting at this time

Johnna Buchert left the meeting at this time

Hailey Minder left the at this time

Beer Tax –IBU (Idaho Brewers United) plans to present legislation in 2020 separating high alcohol beer from the wine excise tax. . This would drastically impact the IWC budget.

The IWC has asked the Governor's office for direction on how to keep our budget whole. Dolsby presented scenarios of what could happen to the IWC if the budget is cut. Lose \$150,000 takes us back to 2008 funding levels.

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Those scenarios include but are not limited to:

- Loss of two staff members
- Executing current grant funding
- Applying and receiving new grants
- Loss of Momentum to the industry

Dolsby stated there is a meeting with the Governor's Office on December 9th, 2019 at 2 PM at the Idaho Wine Commission office.

Education Report

Northern Idaho

- Board collectively decided to hold the May 21, 2020 Board Meeting in Northern Idaho. Sullivan stressed we have to have everyone's voice in the state. Location - TBD

Camp Vino

- Partnership with Fahlgren/Mortine
- Sold out at 50 attendees
- Planning on doing the event again in 2020; Kathryn will lead

Boot Camp

- Lunch Provided by Parma Ridge Winery & Bistro
- 8 Wineries and 1 Cidery
- Planning on doing the event again next year; one day in the Sunnyslope and 1 day visiting Urban Wineries
- 45 Attendees the first day and 40 Attendees the second day

Industry Wine Boot Camp

- It was concluded to not go through with the planning of this event. Williamson offered the idea of doing an email campaign in the month of January to the industry. Promoting everyone in the industry to visit other wineries and tasting rooms.

Annual Meeting

- Registration is now open
- February 25th and 26th at the Riverside Hotel
- Emails are currently going out to the industry
- Comparative Tasting at the Annual Meeting: Decided to pick one varietal that includes two Idaho wines and two out of states wines. The Board decided to focus on Syrah.

Vineyard Consultant

- February and May 2020
- Roundtable available with Tony during the Annual Meeting in February 2020
- Kade Casciato - potential roundtable in May 2020
- Sullivan mentioned Northern Idaho requested a pruning seminar would be helpful in February

Idaho Wine Competition

- Thank you to Telaya Wine Co. for hosting the Welcome Dinner
- Thank you to Koenig Vineyards for the use of their space for the competition and industry reception
- 150 wines entered in 2019

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Brand Loyalty Report

Idaho Wine and Cider Month

- Working on new banners for the industry
- Reserved banner space with the DBA already
- Plan to do the Governor's Bottle Signing again in 2020
- Beginning talks about the kick off event

Sippin in the City

- 9 wineries | 7 Sponsors
- More food this year that lasted throughout the event
- 225 attendees - SOLD OUT
- 87% of attendees were new
- Working on planning the January 30th
- IWC is working on different layout for the January event

Economic Impact Study

- Nearly \$210 million Dollar Economic Impact 2017
- For every \$1 invested into the Idaho Wine Industry it results in \$260 business revenue across the state
- Full report will be out mid-December

New York Media Mission Recap

- Moya met with 30 different media outlets
- Included media were: Newsweek, Martha Stewart, Fox News, Budget Travel, Wall Street Journal, Tasting Tables, Bloomberg and more!

Event Participation

- Sunnyslope Wine Trail Festival - August 2nd, 2019
- The Festival at Sandpoint - August 1st - 11th, 2019
- Capitol Table - September 8th, 2019

Staff Highlight

Ashlee

- Successful Idaho Wine Competition - 150 wines entered
- Camp Vino support with Fahlgren/Mortine
- Team lead for Boot Camp
- Assisted in Sippin in the City
- Worked with the CVB to put together Idaho Uncorked Program
- October Wine 101 Presentation with Potter Wines, Sawtooth and Ste. Chapelle
- Tour Brochure - in the final round of edits

Brenna

- Governor Excise Tax Preparation Prep and Presentation
- Legislative Prep for Warehouse and Social Media Legislation to be ran this session
- Southwestern Idaho Photography
- Northern Idaho Visits & Photography
- Quarterly Grant Reporting
- Grant Written Annual Reports
- Recently ENGAGED
- School Site Big Sister of the Year

Kathryn

- Assisted in Idaho Wine Comp, Camp Vino and Boot Camp
- Continuing to plan for the Annual Meeting
- Savor Idaho Planning + *NEW SPONSORSHIPS* - ALASKA AIRLINES!!!
- Lead her first IWC event - Sippin in the City
- Planning January's Sippin in the City

Moya

- FEAST PDX
- NYC Media Mission
- Fahlgren Mortine Management
- Wine America - Finger Lakes, NY
- Economic Impact Study
- Grower Incentive

Discussion

- Strategic Planning Session **December 3rd, 2020 8:30 AM - 12 PM**
- Industry Awards - Lifetime Achievement Award - *Board to decide on who to award this honor*
- NW Center for Small Fruits Research Conference - It was decided we won't attend

Adjourn

Sullivan moved to adjourn the meeting at 11:15 AM. Seconded. Motion carries.

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager
Idaho Wine Commission

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