

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission

Board of Directors Meeting

September 9th, 2021 | 9:00 AM

Idaho Wine Commission Office - Virtual Board Meeting

Zoom Link: <https://idahowines-org.zoom.us/j/86110625998?pwd=RkxRaop3aGxZQlpObGJqc05vTnhjUTo9>

Present

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

Excused Absence: Jake Cragin, Winemakers LLC

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

Other via Zoom: Roger Batt, Legislative Educator; Mallory Walker, Par Terre Winery; Art McIntosh, Lindsay Creek Winery

Call To Order

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

Approval of Minutes

Dolsby presented the July 2021 Minutes. *With no need for discussion, S. Smith moved to approve the minutes. Seconded. Motion carries.*

Dolsby welcomed everyone to the September Virtual 2021 Board Meeting.

Northern Idaho Report - Art McIntosh, Lindsay Creek Winery

McIntosh greeted everyone and started off by stating harvest has officially started and whites are currently being picked. He has noticed small fruit but with big flavor and he's excited about the potential. He did mention the yield won't be there unfortunately due to the extended heat they experienced. McIntosh added he went to Walla Walla and noticed grapes were also stunted there.

Sullivan stated he is seeing the same in the vineyards he's visiting and Pasculli added yields projected to be down 30-40% then on the other hand other varieties are doing fine. Most likely due to canopy and age of the vine.

McIntosh added he hasn't noticed any smoke damage this year to the grapes. McIntosh gave a brief update on the Travel Council. He mentioned ICORT has been moved to a virtual platform. Dolsby mentioned she would like to see more collaboration with the Idaho Travel Council and Idaho wine industry.

McIntosh closed by mentioning his winery is still doing events and COVID-19 hasn't stopped much of the tasting room hours in other Northern Idaho wineries.

Next Commission Board Meeting: November 18th, 2021 – 9:00 AM – Idaho Wine Commission

Legislative Report

Batt reviewed the two DFM approved 2022 legislation topics to the Board in which the Idaho Wine Commission will be bringing to the 2022 Legislative session. Those 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

Batt also touched on the Legislative Ag Tour which was a three-day tour this past month. He mentioned Crystal Potter (Potter Wines) and Meredith Smith (Sawtooth Winery and Ste. Chapelle Winery) did a great job presenting to the group about the Idaho Wine Industry. Batt mentioned the Legislative Ag Tour is every six years and this year 44 members of the legislature were in attendance.

Batt added he will present our legislation to Food Producers and after the presentation other agricultural entities will want to include language in the bill. This would make the bill stronger and show cohesiveness.

Sullivan raised a question by asking if there would be any objection to the legislation we are bringing to the session. Batt replied he doesn't see any objections at this time. Batt added it is his job to educate everyone on these issues.

Pasculli asked Batt as to when he thinks these will be presented. Batt replied with his thoughts by stating the tail end of January or first part of February 2022.

Financial Report

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

B. Smith then reviewed the slide which included unpaid 2020 Assessments to the Board.

M. Walker with Par Terre Winery attended the virtual board meeting and stressed her concerns about the assessments and them being a small winery with small production and how it compares to what they pay to what larger producers pay. She stressed she would like to be a voice for small wineries and those just starting out in the industry.

Pasculli stated the Idaho Wine Commission should talk to the industry to get their thoughts on the assessments as they currently are and start gathering information.

Walker stated she's not against raising the assessments but as a small winery they don't appreciate paying more per ton than a larger winery does due to the \$100 minimum.

Potter asked if there is an option to update the assessment fee to mandatory and asked if it would be difficult. B. Smith stated the Idaho Wine Commission would have to go through the legislature to do this update to our codes and Batt agreed it would be a very difficult process.

B. Smith stated she would work on an assessment fact sheet and share with the Board.

Dolsby recapped the action items stating the creation of a fact sheet and talking to the industry and collecting feedback on their thoughts.

Next Commission Board Meeting: November 18th, 2021 – 9:00 AM – Idaho Wine Commission

Education Report

Annual Meeting - February 21st & 22nd 2022

- Speakers have been notified and tentatively confirmed
- Brenna will touch base with speakers again in October
- One day virtual and one day in person

Industry Seminar Grand Funds

- 14 people completed education opportunity and have been reimbursed
- 4 people signed up to complete
- \$3,859 spent of the \$8,500

Boot Camp 2021 (Trade)

- Event canceled

Idaho Wine Competition

- Welcome Dinner canceled
 - Gift cards sponsored by Boise CVB
- August 17th at Koenig Vineyards
- Wine Tour to followed on Wednesday, August 18th
 - Breakfast sponsored by Destination Caldwell
- Idaho Wine Competition also sponsored by SWITA
- Date set for next year - May 24, 2022
- Going Beyond Gold Program started and wineries reached out to
- Taste Idaho Gold has been organized and out to consumers

Brand Loyalty Report

Sip Local Bingo

- Promotion currently running
- Consumers have already sent in their BINGO Cards
- Great responses from consumers
- Prizes will be available for consumers to win

Savor Idaho 2022

- Met with ABC about permitting
- Met with Boise Co Op and they have agreed to do the sales (like previous years)
- Will be reaching out to sponsors
- Looking at having this event in two waves

12 Days of Idaho Wine

- Holiday promotion
- Artwork being finalized

Dolsby then reviewed the slides with the Board which covered recent media placements 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
- Industry Meetings
- Grants
- Wine Competition
- Sip Local Bingo
- DBA/Garden/SWITA boards

Brenna

- Maternity Leave July & August
 - Financials
 - Cutting Checks
 - Available for Team as needed
- September 10 hrs/week
 - Financials
 - Board Financial Packet
 - Finishing Audit Submissions
 - Rewriting Grants
 - Available for Team as needed

Ashlee

- Idaho Wine Competition
- Industry emails and other stand alone emails
- F/M Status Meetings
- Website updates
- Event updates to our online calendar
- ABC Meeting for Savor Idaho
- Boise Co Op Meeting for Savor Idaho
- Winery profile updates
- Social Media Calendar Approval
- Blog Management
- Payroll

Sydney - Work-U Intern with Boise State

- Gathered participants for Taste Idaho Gold
- Keeping track of entries for Taste Idaho Gold
- Getting to know the Idaho Wine Commission as a whole and better understanding what goes into the business of wine
- Drawing parallels between this internship and how it will benefit me in the future in both an academic and professional setting

Discussion

- Next Board Meeting is November 18th, 2021 at 9:00 AM

Adjourn

Potter moved to adjourn the meeting at 9:52 AM. Seconded. Motion carries.

Next Commission Board Meeting: November 18th, 2021 – 9:00 AM – Idaho Wine Commission

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager
Idaho Wine Commission