

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting
Thursday, September 22, 2022
Virtually via Zoom

Mission Statement:

The Idaho Wine Commission is a united voice to market, promote and champion all of Idaho's wine growers and winemakers.

Present

Board: Jake Cragin, Winemakers LLC; Scott Smith, Sol Invictus Vineyard; Crystal Potter, Potter Wines; Melissa Sanborn, Colter's Creek Winery

Idaho Wine Commission: Moya Dolsby, Brenna Smith, Ashlee Struble, Taylor Johnson and Alyssa Missamore

Other via Zoom: Roger Batt, Legislative Educator; Elisa Ford, NCSFR/NBF; Susan Bruns, Fahlgren Mortine; Louis Hougaard, Governor's Office; Julie Pond, NBF/NCSFR

Excused: Mark Pasculli, Rolling Hills Vineyard

Call To Order

Dolsby called the meeting to order at 9:31 AM.

Approval of Minutes

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

Dolsby welcomed everyone to the September 2022 Board Meeting. Dolsby introduced Idaho Wine Commission's new intern, Alyssa Missamore.

Northern Idaho Update - Melissa Sanborn, Colter's Creek Winery

Melissa Sanborn, with Colter's Creek Winery, gave the Northern Idaho update to the Board.

Sanborn's highlights:

- The yields look normal.
- Weather has been great, there has been average temperatures and rainfall.
- No harvest delays.

Presentation - Louis Hougaard, Policy Advisor

- Hougaard works on public safety, as well as liquor, beer and wine policies.
- There will be no executive legislation for 2023.
- Concerns regarding next legislative session:
 - Hold off on the next piece of legislation, specifically on the 75% Rule change until new legislators are in office.
 - Hougaard asks agencies to hold off on anything that is not an emergency and wait until legislative leadership is known.
- Focus more on local control options.

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- Focus on identifying needs, and focus on issues, specifically local property tax and growth issues.
- The Wine Commission needs to focus on answering the question: what governance does this impact? Then educating the legislators and providing the information to benefit their constituency.
- Most important priority is education. Questions to be asked include: What does the Wine Commission do? How does the Wine Commission serve Idaho and its communities, specifically the wine industry?
- Going forward, Hougaard will be moving to the national guard and will no longer be in the Governor's office.

Legislative Report

The Governor called a special legislative session which convened on September 1 to consider income tax rebates, a flat income tax with a rate cut, and the designation of ongoing funding for education. House Bill 1 passed the House on a 55-12 vote and in the Senate on a 34-1 vote. The Bill Provides for:

- \$500 million in immediate one-time income tax rebates.
- \$150 million in ongoing tax cuts by lowering the flat income tax rate to 5.8%
- \$410 million in ongoing funding for education.

The total price tag of House Bill 1 is a little over \$1 Billion. Idaho currently has a \$2 Billion surplus, and that number is expected to increase by another \$1 Billion by January 2023. The funding for education still needs to be appropriated by the Joint Finance and Appropriations Committee during the 2023 Session.

The bill provides a tax rebate of 10% of a taxpayer's 2020 income taxes or a minimum rebate of \$300 (for single taxpayers) or \$600 (for taxpayers married/filing jointly). Idahoans can expect to receive these rebates in September to assist with the current inflation crisis.

Cider Legislation:

- We don't have approval.
- HighPoint wants to start making a new cider and needs a clear identification path.
- Wine needs to be grape based which currently does not include cider.
- An amendment is needed or a new definition needs to be created.
- Research federal standards for this issue.

Funding for Education Needs to be Appropriated:

- On the waterfront, they are seeking more money to continue to fund irrigation delivery projects, water efficiency projects, and water quality projects - \$341 million allocated between federal and state funds.
- Irrigation delivery facilities across the Treasure Valley are aging and need repairs to keep up with current irrigation processes.

Education:

- Emphasis on educating the new legislatures on the wine industry.
- Batt will start setting up appointments with different committees and legislators.
- Meeting with Ada County commissioners individually.
 - Batt will look for guidance from the commissioners, ask questions about how each commissioner can help the wine industry or if they are willing to help the wine industry?

Presentation - Susan Bruns - Fahlgren Mortine

Susan Bruns with Fahlgren Mortine, made her introduction to the Board.

Bruns highlights over the last two months:

- This reporting period saw just under 5,000 web sessions and over 10,000 unique page views. The home page was the most visited page, followed by the events page. Traffic to the website was down this period following the large amount of traffic we drove to the site in May/June with Savor Idaho advertising, paid social media, and earned media secured with extension grant funds.
- We sent several emails during this time period promoting BINGO. These had a lower click-through rate than most of IWC's emails. However, the open rate for IWC emails for the year remains at 17.25 percent, well above our key performance metric.

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- We had two national media articles run in July/August as a result of our relationships and efforts in 2022. Veranda Magazine featured Idaho as one of the “The 8 Best Under-the-Radar Travel Destinations for Wine Lovers” and Best Life listed the Snake River Valley as number 6 on the “Ten Best U.S. Cities to visit for Wine Lovers.” These two clips garnered 1,047,800 impressions.
- IWC gained 115 social media followers during this reporting period. The top post on Facebook was a link to a blog post by Paige Comrie, the social media micro-influencer who visited Idaho in July. This post had over 3,000 impressions and 43 engagements.
- Other top posts on Instagram and Facebook were Trivia Tuesdays.
- One paid social ad ran during this time period for Sip Local Bingo.
- Finally, I have attached metrics from BoiseDev, a daily news blog in the Treasure Valley, showing that the digital banner ads that IWC purchased with extension grant funds and which ran in July and August (continuing in September) have performed well. The July click-through banner ad for Discover Your Passion for Idaho Wines had above-average performance with a click rate of .068 and nearly 200,000 views. The August ad for Sip Local Bingo had average and above-average performance, with click rates of .04 and .07 and views of 150,000 and 240,000 during the two weeks it ran.
- Fahlgren Mortine secured an additional week of advertising with BoiseDev for IWC in September for no additional charge.

Financial Report

B. Smith reviewed the budget with the Board. B. Smith presented the current financials to the Board.

Potter moved to approve the financial reports as presented. Seconded. Motion carries.

B. Smith presented budget changes to the Board.

- Savor Idaho:
 - Sanborn’s concern about the price of wine and overall financial burden at Savor Idaho.
 - Total Savor Idaho expenses up to \$10,000.
- Annual meeting costs are going down.
- Audit price increased.
- Mileage costs have gone up.
- Subscription prices have gone up.
- Postage prices have increased.
- Payroll overhead expenses have increased.

Potter moved to approve budget changes. Seconded. Motion carries.

B. Smith gave an overview of the received grants for marketing and research.

Unpaid assessments were presented to the Board via the PowerPoint slide.

Education Report

Industry Seminar Grant Funds (available through September 2022 or until spent)

- 20 people completed education opportunity
- 7 people signed up to compete
- \$6,000 spent of the \$8,500

Idaho Wine and Cider Competition

- May 23, 2023
- Working on logistics

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Education Seminars

- FDA Compliance Seminar
 - Virtual Seminar with Tim Donahue
- January 2023
 - Working on January 2023 calendar for seminars
 - Winery - With Tim Donahue
 - Working on logistics for Vineyard Round Table with Joel Perez & Wilber Ellis

Boot Camp

- September 19th and 20th 2022
- Sponsors: Idaho Preferred, Dairy West and The Chocolat Bar
- Sunnyslope Wine Tour Day
 - Sold Out
- Urban Wine Tour Day
 - No bus needed
 - Attendees will walk on the Greenbelt

Annual Meeting

- February 27th - 28th, 2023
- Monday - Half Day Virtually
- Tuesday - Full Day in Person
- Speaker Contracts in progress
- Nampa Civic Center Booked
- Sponsors/Exhibitor in progress
- Registration will start December 1st
- Early Bird Registration will end January 20th & prices will go up

Brand Loyalty Report

Savor Idaho - June 11th, 2023

- Sponsor meetings in progress
- Next years planning in progress

Tour Brochures

- Edit form created
- Included in our industry emails
- Spec sheet for advertisers will be out soon

BINGO

- 5,000 Sip Local Bingo Cards printed
- Website is live
- Sip Local Bingo Cards available now
- Prizes are confirmed and collected

Staff Highlights

Moya

- Savor Idaho
- Legislation

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- Budget Reviews
- Fahlgren/Mortine Status Meetings
- Visit with Tony
- Grants!
- DBA/Garden/SWITA/PTA boards

Brenna

- Annual Meeting Speaker Contacting
- Monthly Financials
- Quarterly Grand Ledger Submissions
- Fiscal Year Audit
- Gathered Proposals for Economic Impact Study from 3 Companies
- Grant Planning Meeting with Fahlgren Mortine
- Attended Canyon County Comp Plan Hearing
- First Leadership Nampa Class at Idaho Power
- Attended Women's Leadership Conference
- Updating Employee Handbook
- *Family Camping Trips*

Ashlee

- Industry emails / stand alone emails
- Consumer emails and working on Distributor emails
- Savor Idaho Sponsor Meetings
- F/M Status Meetings
- Reaching out to sponsors for the Annual Meeting
- Reaching out to advertisers for 2023 Tour Brochure
- Created Media Itinerary
- Attended State of Downtown
- Board Meeting Preparations
- Showed Taylor Preparations for Board Packet
- Social Media Calendar Approval
- *Camped at Coos Bay, OR on the beach for Labor Day Weekend*

Taylor

- Office Management:
 - Commission Meetings Management
 - Info email
 - Office Supply Management
 - Donation Requests
- Brand Loyalty:
 - Post Event/Seminar Surveys
 - Gather Year in Review Information
 - Yearly Member Reports
 - Tour Brochure Management & Distribution
 - Passport | Creation, Print, Distribution
 - Bingo Card |Creation, Print, Distribution
 - Swag
 - Event Updates on Website
 - Savor Idaho Support
- *Summer vacation in Banff, Canada*

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Alyssa

- Boise State Work U Intern
- General Office Support
- Assistance with Event Preparation
- Reaching Out to the Community
- Organization of Supplies Between Events
- Document Creation
- *Graduating from Boise State with Bachelors of Business Administration - December 2022*

Discussion

- December 1st, 2022 - Action Plan Meeting - 9am-1pm
 - Rolling Hills Urban Tasting Room
- NCSFR Annual Conference - Save the Date - November 14-16, 2022
 - Kennewick, WA

Adjourn

Potter moved to adjourn the meeting at 10:53 AM. Seconded. Motion carries.

Respectfully Submitted,

Taylor Johnson, Administrative Assistant
Idaho Wine Commission

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