

# IDAHO WINE COMMISSION

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Idaho Grape Growers & Wine Producers Commission  
Board of Directors Meeting  
September 17, 2020 | 9:00 AM  
Meeting Was Held Virtually via [Zoom](#)

## **Present**

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

**Unexcused Absence:** Jake Cragin, Winemakers LLC

**Idaho Wine Commission via Zoom:** Moya Dolsby, Brenna Christison, Ashlee Struble, Kathryn Westlund and Paige Manson (Intern)

**Other via Zoom:** Roger Batt, Legislative Educator; Jim Thompson; Coco Umiker, Clearwater Canyon Cellars

## **Call To Order**

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

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

## **Approval of Minutes**

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

## **Financial Report**

Christison reviewed the financial report with the Board. She stated that the Wine Excise Tax is up \$2,706.71 for this fiscal year. With two months into the fiscal year the IWC is down \$7,306 with spending very little funds. Christison then went over the current reduced budget and then two different scenarios that included:

- Beer Excise Tax Removed and if the IWC's legislation passes
- Beer Excise Tax Removed and if the IWC's legislation doesn't pass

Christison stressed we need \$150,000 in the bank to operate the commission and operate the grants. It was then proposed to the Board at what point does the IWC need to take action?

Dolsby asked the Board if they had any questions or thoughts. Potter expressed it would be beneficial to be able to go back to Savor Idaho but instead of doing smaller events we direct our efforts on education for the industry. Smith stressed how we keep growing as an industry and what the IWC is doing to meet those goals and what tangible steps the IWC can do to get more grapes in the ground.

*Coco Umiker joined the Zoom Meeting*

*Earl Sullivan joined the Zoom Meeting*

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

### **Northern Idaho Update**

Coco Umiker, with Clearwater Canyon Cellars, presented to the Board a Northern Idaho update. Umiker stated the Lewis Clark Valley Wine Alliance will be voting in new board members and they currently meet once a month. Umiker mentioned the Wine Alliance is worried their spring event won't be able to happen, which is their biggest funding sources. Umiker mentioned most wineries are doing tastings and business is going well. Umiker has seen a heavy influx of out-of-state travels at her winery.

Umiker pointed out a few highlights for her business specially and those included:

- She was pretty surprised at how early they have had to pick their chardonnay
- Harvest arrived a little early for Northern Idaho due to the recent heat wave
- Vintage overall is looking good and the smoke exposure really was only hit hard for 24 hours and worries about the smoke exposure in other wine regions like in Yakima
- Umiker stated she's reading about smoke exposure and plans to play around with the grapes she has to see what she can do with them

Lastly, Umiker expressed her frustration about the Boise Depot and location making her pay a penalty for not having her fall release. Dolsby mentioned to Umiker she could try to assist. Sullivan mentioned Umiker should check out other locations in Garden City.

### **Legislative Report**

Batt stated to the Board that on August 23-25, 2020 the legislature held a Special Session at the call of Governor Little. It was an interesting session dominated by some arrests and unrest at the Capitol building. Three pieces of legislation were passed; two dealt with elections and one dealt with civil liability due to COVID-19. The Legislation (House Bill 6), most critical to the Grape and Wine Industry, was the civil liability legislation. The legislation provides limited immunity for certain organizations, businesses and government entities from lawsuits that may arise from COVID-19.

### **Social Media Legislation**

The Division of Financial Management has approved the Social Media Legislation to move forward. Batt has not yet heard from the Distributors on what changes (if any) they suggest making to the Legislation. The Cleanup Legislation will move forward during the Session at the direction of the Governor's Office.

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

Canyon County Development Services Division (DSD) held a meeting on September 8th, 2020 with many Canyon County Wineries to review a Draft of the Zoning Ordinance as it pertains to wineries. DSD claims there is some confusion among the Industry and DSD staff regarding approval of events at wineries under the current Ordinance. DSD has requested two types of designations to be permitted in Canyon County for Wineries:

- 1) Winery Farm designation.
- 2) Commercial Winery designation.

The goal is to allow wineries to hold events at the winery without having to keep applying for a special events permit for each event. Batt will be taking comments from the meeting and incorporating them into a second draft and will present that draft to DSD following harvest. He will share the draft with the IWC when it's completed. Sullivan expressed to Batt he would like to see if this draft could be used across all counties in the state.

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Christison mentioned she reached out to Walla Walla and other winery associations. They said to her they don't have any current ordinances like that. Umiker stated she worked in her county to build the code and she looked heavily at Walla Walla and how they zoned wineries. Umiker stated we should reach out to Nez Perce county for their zoning ordinance as an example.

### **Idaho Excise Tax Draft**

The Excise Tax Legislation has been put on hold. DFM doesn't want to approve this legislation until they hear if the Beer Industry will bring any legislation to the 2021 Legislative Session. We have heard beer plans to run their legislation.

### **Treasure Valley Legislative Ag Tour**

The 2021 Treasure Valley Legislative Ag Tour is planned for August 23-25, 2021. One of the tour stops will be an Idaho Preferred Dinner at Ste. Chapelle Winery with a presentation on the Industry. They will have about 80 Legislators in attendance for the Tour. Sullivan asked Batt if it made sense showcasing Urban Wineries during this Ag Tour. Batt mentioned the agenda has yet to be completed.

Following the Legislative Report, Batt opened it up for questions.

Sullivan asked Umiker if there are any legislative concerns the IWC needs to be aware of in Northern Idaho. Umiker plans to ask the LC Valley Wine Alliance to see if there are any concerns and will keep the IWC posted.

### **Education Report**

#### **Annual Meeting 2021**

- Survey sent to industry for virtual meeting preferences
- Annual Meeting in 2021 will be virtual
- Dolsby presented to the board the options for hosting the annual meeting virtual that included:
  - Two half-days or two hour blocks over 3-4 days throughout the month
  - Potter stressed we may see a continuous drop off of participation if help throughout the month
  - Smith agreed with Potter and said we should focus on
  - Dolsby stated the IWC will move forward by having two half-day sessions for the upcoming Annual Meeting in 2021

#### **Boot Camp**

- Event Canceled in 2020

#### **Camp Vino**

- Event Canceled in 2020

#### **Taste Idaho Gold Program**

- NEW PROGRAM
- Selling Idaho Wine Competition GOLD medal winners
- 12 wines signed up
- Next step will be pre-sale

#### **Idaho Wine Competition**

- 160 wine entries for 2020
- Currently working on all Going Beyond Gold logistics
- Wine Tour for the judges followed was successful
- Williamson Vineyards 2019 Albarino was Best of Show

### **Brand Loyalty Report**

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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

## **Sippin in the City**

- Event Canceled

## **Savor Idaho**

- June 13, 2021
- Sponsors, wineries and vendors rolled over from 2020
- Meeting was held with IBG about a seated style event due to COVID-19
- Refunds are at a standstill and working on getting the last 100+ refunded
- Savor Idaho Gifts were given out to consumers
  - 90 were redeemed

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

- Postponed due to COVID-19
- Revised Grant Project to Individual media visits - F/M started pitching

## **UnWined at the Movies - Parma Drive-in**

- TWO new dates coming up - October 7th and October 21st
- Revenue from the first event in August - \$1,366 + individual wineries made great sales
- Currently working on getting wineries to sign up for event
- Landing page created and ticket sales

## **Slices and Swirls - NEW EVENT**

- Collaboration with Dairy West
- 3 Wineries will highlight two wines each
- Event will be sold in waves
- Tickets sold by tables
- Expected revenue per wave - \$1,000
- It was decided to conduct this event at a later date

## **Tour Brochure**

- Currently selling advertisements for the 2021 Tour Brochure
  - \$10,750 sold
- Working with F/M on a streamlined timeline for more efficiency
- Deadline for edits is October 23rd, 2020

## **Escape With Idaho Wine - August**

- 16 wineries participated
- Dairy West sponsored the cheese
- \$1,117 raised (all but two wineries have reported)
- Glass cost - \$1,692
- Loss of \$575

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

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## **Staff Highlight**

### **Brenna**

- Managed Yearly Audit
- Video Filing at Sawtooth
- Support at the Idaho Wine Competition
- Support at UnWined at the Movies
- Industry check-in calls
- Monthly Financials
- Grant Revisions and Management
- Legislative Meeting with Moya, Roger and Governor's Office
- BSU Accounting Class
- BYP Events Team Meetings
- Taste of Idaho Gold Project Management
- Finished receiving assessments
- *Planned Plan C Wedding*
- *Planned Jackson Hole Honeymoon*

### **Ashlee**

- Industry emails and other stand alone emails
- F/M Status Meetings
- Filmed with my kids at Sawtooth for the Video
- Creating Landing Page for UnWined at the Movies
- Event Support at UnWined at the Movies
- Industry Check-in calls
- Blog Management
- Restaurant Support Campaign
- Virtual attendance for the DBA Annual Meeting
- Currently sold \$10,750 in ads for the Tour Brochure
- Day of support at the Idaho Wine Competition
- Plan and attended the wine tour that follows
- Going Beyond Gold Logistics
- Final coordination for Escape with Idaho Wines
- *Celebrated 13 years of marriage in August*

### **Kathryn**

- Training of Intern, Paige Mason
- Executing new events - UnWined and Slices and Swirls
- Successfully hosted first UnWined at the Movies
- Working on final Savor Idaho Refunds
- Executed Savor Idaho Gift promotion
- Maintaining current events
- Annual Meeting Logistics/virtual agenda and working on speakers
- Social Media management for the Idaho Wine Competition
- Working with F/M on social media management and potential social media seminars for the industry
- *Said YES to the Dress*

### **Paige**

- Met everyone on the IWC Team
- Support at UnWined at the Movies
- Helping plan Slices and Swirls

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- Helping to plan the fall UnWined events
- Learning to use Canva and Hub Spot
- Eager to learn more about the Idaho Wine Industry

### **Moya**

- Correspondence with the Industry
- DBA Board Meeting
- Fahlgren Meetings
- Video Filming and Logistics
- Budget Reviews
- Legislation Planning
- Brainstorming New Event Ideas
- *Purchased a trailer and went to the Oregon Coast*
- *Distance learning for her kids*

### **Discussion**

- Special Meeting in late October/early November to approve temporary Rules
- All Industry Meeting - November 16, 2020
- Next Board Meeting November 19th, 2020
  - Virtual Board Meeting
  - Reviewing Audit and Grant Ideas

### **Adjourn**

*Potter moved to adjourn the meeting at 10:35 AM. Seconded. Motion carries.*

Respectfully Submitted,

Ashlee Struble, Industry Relations Manager  
Idaho Wine Commission

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