



Idaho Grape Growers & Wine Producers Commission

Idaho Grape Growers & Wine Producers Commission Board of Directors Meeting March 16, 2017 | 9:00 AM

Present

Board: Melissa Sanborn, Colter's Creek Winery (conference call); Mike Williamson, Williamson Orchard and Vineyard (conference call); Gregg Alger, Huston Vineyards; Earl Sullivan, Telaya Wine Co. Steven Meyer (conference call)

Commission: Moya Dolsby, Brenna Christison and Ashlee Struble, Sara Dirks (Conference Call)

Other: Jim Thompson with D.L. Evans Bank, Hailey Minder, Telaya Wine Co./3100 Cellars

Call To Order - Review Meeting Rule

Dolsby called the meeting to order at 9:00 AM

Approval of Minutes

Dolsby presented the January minutes. With no need for discussion, Williamson moved to approve the January minutes as presented. Sullivan seconded. Motion carries.

Financial Report

Approve Expenses

Christison presented the January/February financials. The excise tax income is up \$7,800.00 compared to last year at this time. Sullivan moved to approve the January/February financials as presented. Williamson seconded. Motion carries.

Legislative Report

Roger Batt was unable to attend the meeting due to presenting at the Capitol this morning. Plan to meet with Batt this coming week to have a discuss issues.

ITD is shutting down the freeway for four weekends during the summer. Commissioners would like to have a conversation with Batt on the cost of impact, especially for the wine industry in Canyon County. Thomssen stated this is a sensitive issue and legislators have been wanting this done. Suggestions of maybe work being done in the evenings or route to other side of freeway were made.

Meeting Structure

The goal is to be more strategic and utilize our time and abilities. It was suggested all reports, including subcommittee reports be included in the packets prior to meeting for all board members to review.

Subcommittee Reports

Next Commission Meeting: May 18th, 2017 - 9:00 AM at IWC

Events

Savor Idaho – June 11th - There are 27 wineries, 2 cideries currently signed up. VIP tickets are sold out and currently 542 tickets have been sold.

Sysco Food Events - 6 wineries on board for the April 11th event in Boise at JUMP. Opened to board members. IWC is sponsoring the glasses. Sysco sent out 500 invites and expect 300 attend. Sun Valley's event is coming up in May.

Member Meetings - Information has gone out in the weekly email. The purpose of these meetings is to get in front of each member and ask what the IWC can do for them and get updates from the winery/growers.

Marketing Grant - Dirks has started working on the education (\$71,000) and marketing (\$120,000) grants.

Sunset Celebration Weekend - May 20 & 21, 2017. Grant funded with Tourism. Dirks and Christison are attending with Amy Rajokovich from Tourism. This is funded with \$25,000 grant funds with an additional \$10,000 contribution from tourism. Ads included are; online magazine, email blast, website that directly goes back to our website. This packages allows the IWC to pour at two Sunset events with both trade and consumer components. The staff goes to represent the industry as a whole.

Alger stated that the industry needs to own our own backyard before spending time and resources outside of the state. Dolsby explained the importance of the Sunset event and the connections that will be made for lasting partnerships. Sullivan stated participating in events, such as Sunset Celebration Weekend, will help with the credibility to help us market and promote within the state. Alger would like to see moving forward metrics tracked on events, especially out of state ones to show their return of investment.

Education/Research

Annual Meeting Recap - 150 people attending over the three days; without grant funds this would have cost IWC \$13,000. A special thank you went out to Williamson and Sullivan for leading the vintage tastings. It was brought up for suggestion to have the vintage tasting be blind. Details on the wine from the wineries are then needed before the event. A suggestion was then made at the meeting to streamline to have a white and red only from each winery.

2018 Annual Meeting Draft Agenda - Dates are secured for next year's annual meeting, February 13-15th, 2018.

In the process scheduling speakers and speaker topics. Attendees can pick and choose as to what they would like to attend. Tim Gaiser will return to do his advanced training.

Tony's Upcoming Visit - Information has gone out in the weekly email and meetings will be set soon.

Damage Control - Fahlgren is working on talking points for the industry. Talking points are being worked on and will be given to everyone. Include Northern Idaho's perspective as well with a large state and large geographic area; we are all impacted differently.

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Education Grant - (\$71,000) Containing Tim Gaiser, who is \$2,200/day, plus travel expenses. This will cover other speakers and session of the UC Davis seminar, which has had great responses. Also will cover Tony's cost, staff training and a grower incentive program.

Executive Director Report

Membership/HR

- Vineyard Educator
- Legislative Dealings
- Annual meeting planning/execution
- Permits
- New staffer getting adjusted
- Action Planning follow up
- Budget Prep

Marketing

- Maps
- NY Media Mission
- Planning new video launch
- Industry (restaurant bootcamp)
- Wine Fly Free
- Savor Idaho
- Best Case Scenario
- Starting grant
- Tour Brochure
- New pop ups
- Lots of ads

Meetings

- 1/17 SWITA Board Meeting
- 1/18 Food Producers
- 1/19 Giraffe Laugh Board Meeting
- 1/20 Allison Dunn Action Plan Call
- 1/23 Boise CVB
- 1/24-26 Unified
- 1/24 Bottle Bash
- 1/25 WGA Meeting
- 1/27 DBA

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- 1/30 Kylie
- 1/30 Melissa Cleland
- 1/31 Idaho Preferred Annual Meeting
- 1/31 Leadership Boise Alumni
- 2/1 Lit Candles
- 2/2 Senate Presentation
- 2/2 Alison Dunn
- 2/2 Vineyard Consultant Interviews
- 2/7 IBR Speaker Series
- 2/7 Networking Lunch
- 2/7 Sysco Food Show info meeting
- 2/8 House Agricultural Affairs presentation
- 2/9 Earl
- 2/10 Leah Clark and Amy Tourism
- 2/10 Wines Fly Free
- 2/13 Annual Meeting set up
- 2/13 Chantelle Precept
- 2/13 Tony Dinner
- 2/14-16 Annual Meeting
- 2/17 Adan Botanical Garden
- 2/20-22 Oregon Wine Symposium
- 2/22 LIA Auction
- 2/23 Giraffe Laugh Board Meeting
- 2/24 Giraffe Laugh Event Arid Club
- 2/27 Annual Meeting Recap
- 2/28 SWITA board meeting
- 2/28 Fahlgren PR
- 2/28 Leadership Boise Alumni
- 3/1 BSU Wine Research
- 3/2 LIV Boise
- 3/3 Tim Martin
- 3/4 Boise Art Museum Auction
- 3/6 David Vistage
- 3/6 Giraffe Laugh
- 3/7 United Dairy Legislative Reception
- 3/9 Carrie CVB
- 3/9 Go Red Luncheon
- 3/9 Women of the Year

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Other Business

May Board Meeting – May 18, 2017

April 2017

No Board Meeting
Member Meetings

May 2017

18th – Board Meeting – Budget & Staff Review

June 2017

No Board Meeting
Idaho Wine Month
11th – Savor Idaho

July 2017

20th – Board Meeting

August 2017

No Board Meeting
10th – Savor Idaho North
21st -23rd – Wine Quality Initiative & Member Meetings

September 2017

No Board Meeting
Harvest
12th – Industry Bootcamp
19th – Wine Competition

October 2017

26th – Board Meeting

November 2017

No Board Meeting
9th – Sippin' in the City

December 2017

21st – Board Meeting

Lance Cutler - Wine Business Monthly will be coming to Idaho to taste wine on Wednesday, April 19th.

John May - Hotel project looking at going into the Sunnyslope. Looking to have an economic impact study done prior to the start of this project.

Commission Seats - Two commission seats will be available and Dolsby reached out about changing the rules and this is currently in process.

Garden City Signage - Dolsby went with Pam Bohman with Garden City. Garden City is moving ahead with the signs and they are doing all of the legwork. IWC presented on spending \$2,000 to contribute to this project. This signage would be on Chinden Blvd. *Alger motioned to spend \$2,000 for this project. Sanborn seconded. Motion carries.*

VISTAGE - Dolsby joined VISTAGE which is a collaborative model to have candid conversations about challenges in one's business. Confidential and international organization that promotes personal and professional growth within the organization.

James Beard Dinner - Mai Thai is presenting at the James Beard House and pouring Idaho wines. Sullivan will be attending the dinner and potentially will have time to meet Kimberly in NYC. Menu is online at the James Beard Foundation's website.

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Adjourn

Alger moved to adjourn the meeting at 10:35 AM. Sanborn seconded. Motion carries.

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