



## Idaho Grape Growers & Wine Producers Commission

---

### Idaho Grape Growers & Wine Producers Commission Board of Directors Meeting December 14, 2017 9 AM Idaho Wine Commission Office

#### Present

**Board:** Melissa Sanborn, Colter's Creek Winery (UBER Conference); Mike Williamson, Williamson Vineyards; Crystal Potter, Potter Wines; Greg Koenig, Koenig Vineyards; Earl Sullivan, Telaya Wine Co.

**Commission:** Moya Dolsby, Brenna Christison and Ashlee Struble

**Other:** Roger Batt, Legislative Educator; Sophie Sestero, Fahlgren Mortine; Shae Anderson, Fahlgren Mortine; Hailey Minder, Telaya Wine Co./3100 Cellars; Jared Zwygart, CPA Millington Zwygart CPAs; Jim Thompson, DL Evans Bank; Erin Best, Sawtooth Winery

#### Call To Order

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

#### Approval of Minutes

Moya presented the October minutes. Williamson moved to approve the minutes as presented. Sullivan seconded. Motion passes.

#### Fahlgren Mortine Presentation

Sophie Sestero presented about Fahlgren Mortine (FM) to the board of directors. Sestero presented how the FM team helps create strong media relations locally and nationally for the Idaho Wine Commission. Sestero reported on the NYC media mission. The goal was to promote awareness of Idaho wines among appropriate priority media contacts. The target for this media mission was wine publications, industry writers, digital influencers and travel media. There were eighteen media outlets in New York that were connected with. SHAPE Magazine was the first story written from this media mission and we still continuing to see stories roll in. Sestero mentioned writers who we weren't able to meet with attend have been calling them about Idaho wines.

Idaho Wine Media Results from March 2017: 266,570,620 unique impressions – 15 stories placed since March 2017, 8 media inquiries, 12 upcoming opportunities, 14 new media contacts.

After the NY Media Mission FM shifted gears and worked hard on another opportunity – a new video. Collectively IWC and FM wanted to direct traffic to wineries and tasting rooms, promote accessibility of Idaho wines and show Idaho wines are for a diverse audience. Fahlgren Mortine came up with "Come As You Are" concept. FM included a range of activities at wineries and a range of actors to promote the message. After the video was completed FM distributed a "first look" to the actors then to partners and supporters of Idaho wines. IWC posted it to their social media and then FM did paid advertising on Facebook. The video is just shy of 240,000 views currently and this number is growing. This video has also generated 391 shares – which is a great number to show that those people endorsed our video.

Video Stats: 55-64 were women. 80.2% of viewers were in Idaho and 12.5% viewers were in Washington and we are continuing to see the video making organic likes – which is great to note!

Next Commission Meeting: January 16, 2018- 3PM or when the Action Planning session is completed – Telaya Wine Co.

The IWC's Facebook gained 400+ new followers, which gives us options to continue reaching them throughout our Facebook page.

*Upcoming projects with F/M – Media/Speaker Training, Northern and Southern Idaho Media Tour and working towards a grower incentive program. FM will continue media relations where media comes to them and they will pitch wineries that fit in the media's request.*

### **Travel Funds Presentation**

Hailey Minder with 3100 Cellars and Telaya Wine Co. presented on her recent travel funds. She attended a Sensory Wine Seminar. She reported that it was very beneficial to her and Marshall and was a great weekend of learning. Saturday was spent all day in the classroom then the following day they went to different wineries to taste their base wines. This was very beneficial for them from a wine making stand point.

### **Audit Presentation**

Jared Zwygart, CPA with Millington Zwygart CPAs, presented the 2016/2017 Audit. Zwygart irritated the IWC follows the government standards accounting rules. Zwygart reported on the highlights in the packet that was distributed to the board, which included assets, liabilities and deferred liabilities. Zwygart presented the budget in the packet to the board and stated there are no issues. The most important is our carry-over and IWC should be careful on what carries over. Zwygart expressed that grants come and go and suggests that IWC be careful with the \$176,000 in the budget. Zwygart went over compensated absences of the IWC and he finalized his report with no compliant issues for this year.

*Sanborn moved to approve the audit as presented. Williamson seconded. Motion passes.*

### **Financial Report**

Christison presented the October – November financials. Christison reported we are up \$5,400 in excise tax for the year. With no need for discussion, *Sullivan moved to approve the financial report as presented. Potter seconded. Motion passes.*

### **Legislative Report**

Batt reported on what work has been done with ISP and their interpretation of the catering permit. Batt and the IWC recently had a meeting with ISP. After this discussion they relooked at the state statues. It was decided wineries able to pull a get catering permits with their wine license.

Batt presented the second draft of the private labeling to the board. Customized private labeling means labeling for a retailer and privatized label meaning for special events along the lines of a wedding, etc. After board discussion, Batt will do more research on what other states are doing. The IWC can then replicate legislation. ISP requested IWC change the definition of dessert wine to that are grape based and not be a spirit-based beverage. ISP also wanted to add Hard Cider to the legislation and the board suggested adding a change of pome fruit to the legislation under the hard cider. The board recommended drafting a new legislation and send it back to ISP for their consideration. IWC will work towards getting an agreement on moving forward before the session starts on January 8<sup>th</sup>.

Next piece of legislation that was discussed was price posting. After discussion, Batt has the task of researching examples in other states regarding price posting before IWC proceed with final writing of legislation.

Legislative session begins on January 8<sup>th</sup>, 2018. Weekly reports will be sent electronically to the membership about recent activities along with other pertinent information regarding agriculture and Idaho's grape and wine industry.

### **Executive Director Report**

Membership/HR

- Legislative Dealings
- Annual meeting planning for 2018

Next Commission Meeting: January 16, 2018– 3PM or when the Action Planning session is completed – Telaya Wine Co.

- Permits – Catering
- Wine Quality planning started
- Member Meetings
- Wine Competition prep
- Budgets

#### Marketing

- Joined Downtown Boise Association Board
- Joined the Id Botanical Garden Board
- Industry Bootcamp
- Video promotion
- Discussing S. ID East
- Grant planning
- Website planning
- Tour Brochure Planning
- Sipping in the City Prep
- Media tours planning for N & S 2018
- Thanksgiving weekend ads

#### Meetings

- 10/12 Chef's Affair
- 10/16 Roni Salazar (new bottling line)
- 10/17 Downtown Boise Association Board Meeting
- 10/17 IBU – Shelia
- 10/17 Leslie – Wise Academy
- 10/17 Relator Association Talk
- 10/18 Vistage
- 10/19 ID State Police – Capt. Doty
- 10/19 Rep. Simpson
- 10/19 Chantelle Precept
- 10/20 Erin – Garden
- 10/23 Rizen
- 10/24 SWITA
- 10/24 Megan – Dept of Commerce
- 10/25 Diane Norton – Tourism
- 10/25 Buy Idaho Annual Meeting
- 10/26 Jenell Kapser
- 10/30 Janice McGehee – ID Beef Council
- 10/30 Allison NW Farm Credit
- 10/31 Kate Haas – Kestel West
- 10/31 Fahlgren
- 11/1 Rizen
- 11/1 Idaho Press Tribune
- 11/1 Amy – Tourism
- 11/1 Mayors Address
- 11/2 Rizen
- 11/2 John Curtis – Fahlgren
- 11/2 Seth Masarik
- 11/3 Cece Gassner
- 11/6-8 Wine Tourism Conference
- 11/9-10 Wine America
- 11/13 Diane – Tourism
- 11/13 Kate NW Farm Credit

Next Commission Meeting: January 16, 2018– 3PM or when the Action Planning session is completed – Telaya Wine Co.

- 11/14 Boise CVB
- 11/15 Vistage
- 11/20 Giraffe Laugh
- 11/28 Rizen
- 11/29 Jury Duty
- 11/30 Rizen
- 12/4 Channel 6 TV
- 12/5 Fahlgren
- 12/5 Vistage 1-2-1
- 12/6 Vistage
- 12/7 Wisti – Destination Caldwell
- 12/7 Rizen
- 12/7 Garden
- 12/8 Lewiston Property
- 12/11 TTB
- 12/12 Giraffe Laugh
- 12/13 Food Producers

### **Brand Loyalty Report Total Funding - \$233,912.00**

#### **Social Media Stats**

Christison presented the social media numbers for October - November. Facebook currently has 5,148 followers. Instagram has 5,363 followers. Twitter has 6,053 followers.

#### **Events**

**Sippin' in the City** – November 9, 2017 – Event was held November 9, 2017. Sold out at 225 tickets on October 12<sup>th</sup>. 12 wineries, 5 sponsors, food by On the Fly, Zeppole Baking Co and Leslie Charles Events. Multiple Alcohol Catering Permits and made a profit of \$5,415.

**Thanksgiving Co-Op Ads** – 11 participating wineries in Southern Idaho, 3 participating in Northern Idaho and also IWC contributed an additional \$1,150. We also promoted all wineries that sent us their information via our social media outlets and consumer email blasts.

**Savor Idaho East** – After discussion of options the IWC will be looking at Idaho Falls for venues for Savor Idaho East.

### **Education Report – Total Funding \$125,090.00**

**Annual Meeting** – Planning is well underway and is scheduled for February 13 – 15<sup>th</sup>, 2018 in downtown Boise. Registration went out November 1<sup>st</sup>. IWC presented a list of those already registered.

**Wine Quality** – This will be scheduled during the upcoming Annual Meeting in February 2018 and will be conducted by Tim Gaiser.

**Winery Educator** – IWC has grant funds to hire a winery consultant. Currently, IWC has one year of funds for this position. IWC is still looking for a person for this position and if anyone has any leads feel free to send them IWC's way.

**Lifetime Achievement Award** – The magnum bottles have been ordered and are being shipped to Williamson Vineyards.

#### **Other Business**

1. January Action Plan Meeting – January 16<sup>th</sup> at Telaya Wine Co.
2. First Aid/CPR Training at IWC on January 18<sup>th</sup> at 9 AM
3. March 2018 Board Meeting moved to March 22, 2018

Next Commission Meeting: January 16, 2018– 3PM or when the Action Planning session is completed – Telaya Wine Co.

**Adjourn**

*Sullivan moved to adjourn the meeting at 11:32 AM. Williamson seconded. Motion passes.*