

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting
December 13, 2018 | 9:00 AM
Idaho Wine Commission Office | 821 W. State Street | Boise, ID 83702

Present

Board: Mike Williamson, Williamson Vineyards; Jake Cragin, Skyline Vineyard; Crystal Potter, Potter Wines; Earl Sullivan, Telaya Wine Co.; Greg Koenig, Koenig Vineyards

Commission: Moya Dolsby, Brenna Christison and Ashlee Struble

Commission Via Google Hangouts: Sara Dirks

Other: Roger Batt, Legislative Educator; Dain Johnson; Sheila Francis, Idaho Brewers United; Jeremy Pisca, Risch + Pisca, LLC, David Arkoosh, Law Office of David Arkoosh; Bre Hovley, Barbarian Brewing; Jim Thomssen, DL Evans Bank

Call To Order

Dolsby called the meeting to order at 9:03 AM.

Move to Approve the Amended Agenda

Motion was made to approve the amended agenda. With no need for discussion, Cragin moved to approve the amended agenda. Seconded. Motion carries.

Introductions

Dolsby welcomed everyone to the December Board Meeting.

Approval of Minutes

Dolsby presented the October 2018 Board Meeting Minutes. With no need for discussion, Sullivan moved to approve the minutes as presented. Seconded. Motion carries.

Financial Report

Christison presented the October - November 2018 Financials. With no need for discussion, Potter moved to approve the October - November Financials as presented. Seconded. Motion carries.

Legislative Report

Legislative Educator, Roger Batt, gave a brief overview of the Indian Creek Plaza and their inability to sell wine without getting a catering permit for each of their events. Batt stated they would like to go to the Legislature with this issue. Dolsby suggested that Indian Creek Plaza set up a meeting with Idaho State Police and the City of Caldwell to go over any discrepancies. We would be happy to lend our help as needed.

Batt stated the Division of Financial Management (DFM) has approved the Dessert Wine Legislation and this will proceed into the 2019 Legislative Session.

With the Warehouse Legislation, DFM didn't approve the draft due to having a fee included in the bill. Currently, the draft is in its final form but before moving forward to approve the draft, the Board would like Batt to schedule a meeting with the Governor Elect, Brad Little, to see if he plans to continue having the procedure of bringing legislation through DFM first. Batt stated a wine and grape association could do this work.

Next Commission Meeting: January 17th, 2019 – 9 AM – Idaho Wine Commission Office – 821 West State Street, Boise

Williamson joined the meeting at this time.

Idaho Wine Distributor's Council

Pisca reported on the recent meeting between him and the IWC. This meeting was to start conversations on how the relationship between IWC and distributors can grow and be more of a partnership. Moving forward, the IWC will meet with the Idaho Wine Distributors Council to let them know what events are coming up and ways to partner.

WineAmerica Update - Dolsby reported on recent highlights of WineAmerica

- 2018-2019 Federal Excise Tax Reduction – lowered the tax rate on the first 30,000 gallons from 17 cents to 7 cents a gallon. Raised the definition of table wine up to 16% ABV. Sparkling wines eligible.
- Music Licensing – basic form/contract will cover the wineries for musicians playing in their tasting rooms.
- Dolsby also stressed the importance of WineAmerica's work

Executive Director Report

Membership/HR

- Annual meeting planning for 2019
- Grant management
- Staffing
- Budget
- Management of all projects
- Quarterly staff reviews
- Legislation Planning
- RFP – Marketing & PR

Marketing

- Grant Projects
- Wine Competition Brainstorm
- Sippin in the City
- Grower Incentive Plan
- Website
- Tour brochure planning
- Fielding Media Inquiries

Meetings

- 10/23 Swita Board Meeting
- 10/23 Jim Rice – Legislative Meeting
- 10/23 CVB Board Meeting
- 10/25 Office Bathroom remodel
- 10/25 Drake Cooper Brainstorming Marketing
- 10/30 Solv Ribbon Cutting
- 11/1 Beer – Shelia/Dave/ Jeremy
- 11/2 RFP Meeting
- 11/2 Ron Baker Rizen
- 11/5 Jeremy Pisca
- 11/6 Vistage 1-2-1
- 11/7 Leslie Coiled
- 11/7 Dairywest
- 11/7 Giraffe Laugh Lunch
- 11/8 Vistage Lunch

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- 11/8 Sippin in the City
- 11/9 Botanical Garden Strategic Plan
- 11/12 -14 Wine America Texas
- 11/15 RFP Review
- 11/15 Sheila Beer
- 11/16 Brad Giff – Sugar
- 11/26 Kyle Insurance
- 11/26 Mayors Round Table
- 11/27 Pam Eaton
- 11/27 Group Insurance
- 12/4 Fahlgren
- 12/4 Sydney
- 12/4 Vistage 1-2-1
- 12/5 Vistage Lunch
- 12/5 Growers incentive
- 12/6 Garden Board meeting
- 12/11 Food Bank Volunteer
- 12/11 SWITA Marketing Meeting
- 12/12 Control the Bleed Training

Brand Loyalty Report

Grants

2017/19 Grant: \$37,434.55 Remaining

- \$21,578 PR Contractual – Southern Idaho Media Tour, Media Relations Fee, Video Promotion
- \$10,795.50 Marketing Contractual – Website Platform, Education Page, Event Sites
- \$5,061.05 – Journalist Travel for Visits and Media Tours

2018/2020. Grant: \$122,510 Remaining

- Marketing Automation - \$75,000
- San Francisco Media Mission - \$21,510
- Advertising - \$26,000

Savor Idaho – Sunday, June 9th, 2019– Tickets on sale March 1, 2019 – Registration open – 15 Sponsors, 3 Wineries 4 Exhibitors

Savor Idaho North – Saturday, August 10th, 2019 – Tickets on sale June 1, 2019 – 4 Sponsors

Sippin’ in the City – Thursday, November 8th, 2018– 12 Wineries – 7 Sponsors – Tickets were sold out September 25th – 80% new attendees in 2018

San Francisco Media Mission

- April 9-12
- Partnership with Idaho Tourism
- Fahlgren Mortine Grant Project

Event Participation – Festival of Trees 2018

- 82 Total Trees and 340 Wreaths
- Over 25,000 attendees
- Funds raised for the Cancer Care Center’s Infusion Program
- Estimate Raised - \$500,000
- Our Cost: \$288.80

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Social Media & Website – October - November 2018

- Facebook – 5,416 Followers
- Twitter – 5,979 Followers
- Instagram – 5,497 Followers
- Website – 9,944 Page Views

Thanksgiving Co-Op Advertising

- 9 Wineries
- Idaho Statesman – 3 Full Page Print
- Idaho Business Review – 2 Weeks Digital, ¼ Page Print
- Boise Weekly – 3 Weeks Digital
- Salt Lake City Weekly
- KBOI – KIZN – 26 Commercials
- \$3,600 Budget
- Dolsby also passed around a news article from the Idaho Business Review featuring the Idaho Wine Commission's Thanksgiving Co-Op Ad.

Education Report

Grants

2016/2018 Grant: \$6,421.63 Remaining (Extended Through July 2019)

- \$4,417.33 – UC Davis Seminars
- \$2,004.30 – Vineyard Project

2017/2019 Grant: \$32,574.77 Remaining

- UC Davis Seminars - \$8,950
- Annual Meeting Travel - \$3,592.85
- Vineyard Consultant Travel - \$1,125.92
- Winery Consultant (Annual Meeting) - \$6,906
- Grower Incentive - \$12,000

2018/2020 Grant: \$47,750

- Economic Impact Study - \$35,000
- Consumer Wines 101 - \$12,750

RFP

- Completed – Contract awarded to Fahlgren Mortine
 - 1 year term, Option to Renew for additional (4) 1 Year Terms

Vineyard Consultant

- Next visit will be at the Annual Meeting – round table session on Tuesday, February 26th 1 PM – 2 PM
 - Individual meetings will also be scheduled

Annual Meeting 2019 – February 26th – 27th, 2019

- Speakers confirmed
- Speaker Fees and Speaker Travel covered by Grant
- Attendee Registration is now open
- Lifetime Achievement Award - This award is voted on by the Board. IWC is requesting nominations from the Board. Dirks will follow up with the Board.
- Distinguished Member of the Year Award – IWC is looking to be more inclusive to all supporters of the industry. Dirks asked the Board their thoughts on whether to keep it to the industry or move forward to community supporters. Williamson agreed to the point that it doesn't have to be every year.

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Wine Field Trip

- Grant Funds
- July 25, 2019 – Second Day for Wine Focus vs Vineyard Focus
- Canopy Management and Your Irrigation System
- Board suggested that we should move forward to a Wednesday and Thursday
- Educational focused

Wine Education Scholarship

- Two Applicants – Fall Session
- Announcements of winners will be at the Annual Meeting 2019
 - Jacob Alger - \$500
 - Maddy McGarry - \$500

Grant Meeting Focus

Throughout the whole year, the Idaho Wine Commission is always thinking of grant ideas. IWC starts writing grants in January/February each year and final drafts are completed in March. Dolsby went through the presented grant ideas with the board, which included grant ideas for Marketing and Education.

The Board gave some suggestions for future grant ideas and those were:

- Restaurant be recognized for their wine list during Idaho Wine Month
- More signage on Chinden Blvd
- Replace and update wine route signs in the Sunnyslope Wine Region
- More training for winery staff about wine

Dolsby stressed if anyone has grant ideas at any time, to please let IWC know.

Hovley left the meeting

Discussion

- a. Next Meeting – January 17, 2019 – IWC Office - 9 AM Brand Loyalty Focus
- b. IWC looking to partner with the Brewer's Conference in March 2019

Adjourn

Potter moved to adjourn the meeting at 10:14 AM. Seconded. Motion carries.

Respectfully Submitted,
Ashlee Struble, Industry Relations
Idaho Wine Commission

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