



Idaho Grape Growers & Wine Producers Commission

Idaho Grape Growers & Wine Producers Commission Board of Directors Meeting July 20, 2017, 9:00 AM Idaho Wine Commission Office

Present

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

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

Other: Roger Batt, Legislative Educator; Jim Thompson, DL Evans Bank; Ron Bitner, Bitner Wines; James Woodhall, Parma Research and Extension Center

Absent: Greg Koenig

Call To Order

Dolsby called the meeting to order at 8:53 AM.

Dr. James Woodhall – Presentation – Diagnostics, Trunk Disease and Powdery Mildew

Dr. James Woodhall presented on the new diagnostics lab at Parma and research into grapevine diseases; plant pathologist; Parma Research and extension center; refurbished labs and developing new diagnostics methods and new detection methods. The lab is set up to extract DNA with methods coupled with sensitive detection including but not limited to water, water and soil. Woodhall's trying to come to predictive diagnostics to reduce pesticide input and losses. Currently they have spore samples at three R&E Centers and he is working on getting real-time spore sample results in the lab. This is putting Idaho ahead of these spore sample stations. Trunk disease is more prevalent in Europe and Woodhall asked the question to the board about the trunk disease. Bitner and Williamson have not come across this problem in Idaho. Woodhall has an overall strategy for the state of Idaho – Genotyping, fungicide resistance but most importantly, early disease prediction, optimum disease management and enhanced yields. Woodhall will move forward with information about powdery mildew to report back on.

Approval of Minutes

Dolsby presented the May board meeting minutes. Sullivan moved to approve the minutes. Williamson seconded. Motion carries.

Financial Report

Christison presented the May/June financials and reported the Commission is up \$10,000 from last year in excise tax. With no need for discussion, Sullivan moved to approve the financial reports as presented. Williamson seconded. Motion carries.

Legislative Report

Batt presented the Idaho Legislative Process to the board. 35 districts with 105 legislators in the state of Idaho. Batt's Legislative Process overview will be available on the IWC website under resources.

Batt presented the draft legislation on private labeling. Batt will add language to this draft and have the board review prior to the next board meeting. Alcohol Beverage Control left Batt a voicemail about HB 92, Batt will reach out.

The IWC will have a display at the Canyon County Fair. Batt is putting together a Legislative Agriculture Tour on September 6th, Dolsby will speak at the lunch about the wine industry.

Executive Director Report

Membership/HR

- Vineyard Educator Seminar
- Legislative Dealings
- Annual meeting planning for 2018
- Permits – Catering
- Assessment Collection
- Wine Quality planning started
- Member Meetings
- Wine Competition prep

Marketing

- NY Media Mission
- Video enhancement planning
- Wines Fly Free Launched!
- Savor Idaho
- Savor Idaho North
- Media visits
- Best Case Scenario
- Grant planning
- Website planning
- Boot Camp start
- Video Planning – wine touring
- Sipping in the City Prep
- Media tours planning for N&S 2018

Meetings

- 5/18 Downtown Boise Association annual meeting
- 5/19 Giraffe Laugh meeting
- 5/22 Wine America Call
- 5/23 Ryan Boise Police
- 5/23 Christina – SWITA – Media
- 5/23 Boise Chamber Travel

Advisory Board

- 5/23 CEO of Influence
- 5/24 Leadership Boise Interviews
- 5/24 Vistage 1-2- 1
- 5/25 Leadership Boise Interviews
- 5/30 Rizen
- 5/30 Leadership Boise Alumni
- 6/1 Falhgren PR
- 6/5 Yolanda NYC journalist Podcast interview
- 6/5 Dave Arkoosh – Permits
- 6/10 Savor Set up
- 6/11 Savor Idaho
- 6/13 Dave Arkoosh – Permits
- 6/13 Media Tour Planning FM
- 6/13 Shelia Francis – Beer
- 6/13 Downtown Boise Association

Next Commission Meeting: October 12, 2017- 9:00 AM – IWC

- 6/14 Leadership Boise Review Committee
- 6/14 Giraffe Laugh Board Meeting
- 6/14 Mayor Roundtable
- 6/15 Vistage happy hour
- 6/19 Dave Arkoosh
- 6/20 SWITA Board Meeting
- 6/20 Sean Ellis
- 6/20 Inn at 500 Marketing Team
- 6/20 Boise CVB Board Meeting
- 6/21 Vistage
- 6/22 Vistage 1-2- 1
- 6/23-25 Seven Devils Lodge
- 6/26 Rachel Winer – Zoo
- 6/27 Sam Tyree – writing
- 6/27 Vineyard Seminar
- 6/27 Tony Dinner
- 6/28 Video Planning
- 6/28 Better Business Bureau/Buy Idaho
- 7/7 Brian Calvert NW Wine TV
- 7/8 Brian Calvert winery interviews
- 7/11 Boise Police Training
- 7/11 Feast Portland Call
- 7/12 Jeff Reynolds– Marketing
- 7/18 SWITA Board meeting
- 7/19 Vistage

Brand Loyalty Report

Dolsby and Struble attended a server training seminar put on by the City of Boise's Alcohol Beverage Control Officer Ryan Thueson . This seminar was well attended. All approved sponsored event permits within the City of Boise need to be emailed to him rthueson@cityofboise.org . The City of Boise is in the process of developing a pilot permit program to allow multiple alcohol catering permits per event. The IWC will send more information when it is received.

Social Media Monthly Numbers

Christison presented the social media numbers for May and June. Facebook has 4,616 followers. Twitter has 5,975 followers. Instagram has 5,143 followers. Pinterest has 322 followers

Savor Idaho – Sold out April 4th. There were 29 wineries, 2 cideries, 1 brewery, 5 exhibitors, 12 food vendors and 18 sponsors.

Savor Idaho^N – August 10th. There are 11 wineries, 4 sponsors and food by the Coeur d'Alene Resort. Tickets are currently on sale with 69 left.

Sippin' in the City – November 9th. Tickets on sale September 1st. Registration sent out on July 19th.

Seven Devil's Lodge - Council, ID – June 23rd – 25th. Took place during Idaho Wine Month. This exclusive event was open to five couples at the Lodge on OX Ranch in Council. Each evening guests were blind tasted and educated on Idaho wine and the industry!

Education Report

Weather stations – Boise State University owns the ten current weather stations in the Sunnyslope area and paid to have the website built for data collection from them. Things are up and running and you can go on their website to get daily reports. BSU has found more funding and now vineyard owners won't have to take on this expense for right

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now to keep the current stations running. IWC will look into grant funding to add new stations throughout the state.

Wine Quality Initiative – August 21st - 23rd – *rescheduled to the Annual Meeting with Tim Gaiser* – Unexpected conflict.

Boot Camp – September 12th and 13th – Draft schedule created – winery stops are being confirmed; registration out in July.

Wine Competition – September 19th – Koenig Vineyards and industry reception to follow. Registration will go out in July.

Annual Meeting 2018 – February 13th- 15th - Draft agenda has been created and speakers are being contacted and confirmed.

Vineyard Consultant – Visited wineries in June and also had a vineyard seminar at Sawtooth Winery. There were 28 attendees.

Other Business

1. October Board Meeting Date Change – October 12th
2. December Board Meeting Date Change – December 14th

Adourn

Williamson moved to adjourn the meeting at 10:53 AM. Sullivan seconded. Motion carries.