

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting
July 19, 2018 | 9:00 AM
Sawtooth Winery | 19348 Lowell Road | Caldwell, ID 83607

Present

Board: Mike Williamson, Williamson Vineyards; Jake Cragin, Skyline Vineyard; Crystal Potter, Potter Wines

Board Via Uber Conference: Earl Sullivan, Telaya Wine Co.

Absent and Excused: Greg Koenig, Koenig Vineyards

Commission: Moya Dolsby, Brenna Christison and Ashlee Struble

Commission Via Uber Conference: Sara Dirks

Other: Jim Thomssen, D. L. Evans Bank; Jeremy Pisca, Risch + Pisca, LLC; Dodds Hayden, Hayden Beverage; Emily Apsley, Intern with the Idaho Wine Commission; Scott Norell, CSB Beverage; Chris Bantrup, BRJ Distributing; David Buccolo, Idaho Wine Merchant; Angie Shaltry, Angela Shaltry Consulting; Kelli Geselle, Sawtooth Winery; Sheila Francis, Idaho Brewers United

Conference Call: Kay Christensen, Attorney General's Office

Call To Order

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

Introductions

Moya Dolsby welcomed our new board member, Jake Cragin, and everyone made introductions. Dolsby passed around a recent highlight in *PEOPLE* magazine mentioning Idaho wineries and the newest Boise Metro Chamber Update magazine that included a picture of Christison and Struble for their volunteering last year for Operation Thank You.

Approval of Minutes

Moya Dolsby presented the May 2018 Minutes. *With no need for discussion, Mike Williamson moved to approve the minutes as presented. Seconded. Motion carries.*

Kelli Geselle – Tasting Room Manager with Sawtooth Winery. Geselle welcomed everyone to this morning's meeting, thanked everyone for coming and gave a brief overview of Sawtooth Winery's new tasting room.

Sheila Francis, Idaho Brewers United, joined the meeting at this time.

Financial Report

Brenna Christison presented the May-June financials. *With no need for discussion, Crystal Potter moved to approve the financial report as presented. Seconded. Motion carries.*

Executive Director Report

Membership/HR

- Private Label
- Annual meeting planning for 2019
- Grant management
- Staffing

Next Commission Meeting: October 18th, 2018– 9 AM – Idaho Wine Commission Office – 821 West State Street, Boise

- Budget
- Management of all projects

Marketing

- N & S media tour prep
- Savor Idaho
- Grower Incentive Plan
- Industry Bootcamp Prep
- Website
- Tour brochure planning
- Media Tours Planning
- Fielding Media Inquiries

Meetings

- 5/21 Tony Breakfast
- 5/21 Leadership Boise Interviews
- 5/21 Sawtooth Meeting – Kelli
- 5/21 Industry Roundtable Tony
- 5/21 Koenig Meeting
- 5/23 Leadership Boise Interviews
- 5/23 Teach for America
- 5/24 Cameron Crow Analytics
- 5/24 Garden Board meeting
- 5/29 Vistage Chicks
- 5/30 LB Interview Wrap up
- 5/30 BVEP Annual Meeting
- 6/5 IBR Breakfast
- 6/5 Fahlgren Monthly Meeting
- 6/5 Vistage 1-2-1
- 6/6 Elard Survey
- 6/6 Vistage Lunch
- 6/8 Savor Load in
- 6/9 Savor Idaho Dinner
- 6/10 Savor Idaho
- 6/13 DBA meeting
- 6/13 Mayor's Round Table
- 6/13 Coiled Journalists
- 6/14 Boise Chamber
- 6/14 Ron Baker
- 6/16-18 N. Idaho Media Tour
- 6/19 SWITA Board Meeting
- 6/20 Vistage
- 6/21 Info Interview
- 6/21 USA Today Lunch
- 6/21 USA Today Tour
- 6/22 Folsum Chamber Presentation
- 6/22 Earl
- 6/22 Botanical Garden Party
- 6/25 Hops and Bottles Opening

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- 6/26 Idaho Preferred Meeting
- 6/26 Neil Mortine
- 6/26 Wine America Call
- 6/26 Boise CVB Board Meeting
- 6/26 Persi Seminar
- 6/29 Larkin, Alli, Bill
- 7/11 Fahlgren Monthly
- 7/12 Vistage 1-2-1
- 7/12 Debra, Sophie
- 7/13 Zion's Bank Jacquelin
- 7/16 Info Interview
- 7/16 FACES Simon
- 7/17 DBA Board Meeting

Brand Loyalty Report

Grants

2016/18: \$4,095.47 Remaining

- \$73.86 New York Media Mission
- \$871.61 PR, Video Amplification Campaign
- \$3,150 Website Updates

2017/19: \$72,215.87 Remaining

- \$38,128 PR Contractual – Southern Idaho Media Tour, Media Relations Fee, Video Promotion
- \$18,775 Marketing Contractual – Website Platform, Education Page, Event Sites
- \$15,312.87 – Journalist Travel for Visits and Media Tours

2018/2020: \$116,510

- Marketing Automation - \$75,000
- San Francisco Media Mission - \$21,510
- Advertising - \$20,000

Programs

Savor Idaho – 1,475 in total attendance, Wheel of Wine raised \$1,660, Co-Op Wine Sales - \$8,400 (30 cases), Savor Idaho 2019 will be held June 9, 2019

Savor Idaho North – Saturday, August 11, 2018, Tickets are halfway sold out, 11 wineries and 6 sponsors

Sippin' in the City – Registration went out July 18, 2018

Idaho Wine Month – Advertising included: social media, Idaho Business Review (SI Trade), Boise Weekly (SI Trade), Banners in the cities of Lewiston, Caldwell and Downtown Boise, Tool kit provided to wineries, 109 reported events during the month of June that included off-side tastings, winery events and winemaker's dinners.

Dodds Hayden, Hayden Beverage, noted that Idaho Wine Month overall had great on-premise reach. Restaurants were up 34% of Idaho wines and great support from Albertsons, Winco. Less support from Fred Meyer and Walmart. Fred Meyer down 14%

Media Tours

- **Northern Idaho Media Tour – June 16 – 20, 2018**

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- Grant Funded + Idaho Tourism Partnership
- 7 National Journalist Attended
- Great response from media
- **Southwestern Idaho Media Tour – September 7-11, 2018**
- Grant Funded + Idaho Tourism Partnership
- 5 confirmed journalists

Event Participation

Wood River Valley HARVESTFEST – Hailey, ID – September 14-15, 2018 – Requested 31 cases to serve only Idaho Wine – winery participation and sales option available

Social Media & Website

- Facebook: 5,281 Followers | 27,708 Reach | 2,769 Engagement
- Twitter: 6,115 Followers | 8,300 Reach | 61 Engagement
- Instagram: 5,518 Followers | 1,870 Engagement
- Website: 16,245 Page Views
- New Website not complete

Education Report

Grants

2016/2018: \$9,295.67 Remaining

- \$5,951.45 – UC Davis Seminars
- \$3,344.22 – Vineyard Project

2017/2019: \$46,009.77 Remaining

- UC Davis Seminars - \$8,950
- Annual Meeting - \$724.85
- Vineyard Consultant - \$1,561.92
- Winery Consultant (Annual Meeting) - \$9,774
- Grower Incentive - \$24,000

2018/2020: \$52,132 Awarded

- Annual Meeting
- Economic Impact
- Field Trips

Programs

Wine Consultant – Grant funds - using for 2019 annual meeting speakers

Wine Field Trip – Grant funds – 2019

Vineyard Consultant – May 20-24, 2018 visit included 12 site visits and 2 round tables, NEXT VISIT: July 29-August 3, 2018 including round tables and chemical seminar

Annual Meeting 2019 – February 26-27, 2019 – Agenda drafted

Idaho Wine Competition – August 21, 2018 - Koenig Vineyards - Happy Hour Potluck to follow (4 PM – 6 PM), 22 wines entered as of July 10, 2018 and correspondence goes out weekly to the industry and deadline for wine is August 16, 2018

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Boot Camp 2018 – September 24 – 25, 2018 – Confirmed all participating wineries, attendee email will go out July 31, 2018 and all logistical information is confirmed

Legislative Report

Legislative Educator, Roger Batt, reported on the status of HB 545 and where that left off in the 2018 Legislative Session. The Idaho Wine Commission has yet to receive the Attorney General's opinion on private labeling and whether or not putting a cap on the bill would be constitutional or not.

Kay Christensen, Attorney General's Office, joined the meeting at this time via conference call

Moya Dolsby asked the board to give their thoughts on private labeling and whether or not the IWC should invest time and resources into passing legislation in the upcoming 2019 Session. The Idaho Wine Commission also reached out to the industry and there were pros and cons to both sides. It was stressed by Mike Williamson that we need to know what the Attorney General's opinion is on this piece of potential legislation. Kay Christenson stated that usually when requests are made an answer is given in a timely manner. Roger Batt plans to follow up on getting an answer. Jeremy Pisca, Risch + Pisca, LLC, spoke to the topic that if the Idaho Wine Industry does move forward with passing private labeling, then the common ground would be to add a cap of 25,000 gallons.

Chris Bantrup, BRG Distributing, Dodds Hayden, Hayden Beverage and Scott Norell, CSB Beverage, also spoke to the potential legislation and stated the following:

- Private Labeling will open up Pandora's Box
- Look passed one-time accounts because a larger wine company can come in and make the wine at a lesser cost
- If Private Labeling does pass in the 2019 Legislative Session, larger wineries will come into Idaho and take business
- Short term gain and long term damage
- The way the law is set up – everyone gets the same opportunity - one retailer gets the same as the next
- If there is push from the wine industry to move forward, a cap is better than nothing at all

For the time being the board has agreed not to go forward with private labeling at this time.

Angie Shaltry, Angela Shaltry Consulting, joined the meeting at this time

Dessert Wine

Roger Batt would like to work on a clear definition of dessert wine to bring to the board. Jeremy Pisca and Roger Batt plan to get together to draft legislation to present to the Idaho Wine Commission.

Price Posting

With regards to price posting, it was stated by Jeremy Pisca, Risch + Pisca, LLC, the importance of price posting is to protect smaller businesses. In reference, larger wineries would be able to drop their prices to put smaller wineries out of business. Dodds Hayden, Hayden Beverage, mentioned price posting really is to protect the smaller wineries. By consensus, the board decided to not go forward with any legislation that would interfere with price posting.

Warehouse Licenses

Angie Shaltry, Angela Shaltry Consulting, explained the shortage of cold storage and presented information to Roger Batt and the board on how the state of Oregon has written legislation that clearly describes warehouse licenses. This would allow wineries to store their wine at one location instead of different locations. By consensus, the board has decided to have Roger Batt draft legislation in regards to warehouse licenses.

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Catering Permits

Idaho State Police has stated their interpretation for catering permits. Sara Dirks, Idaho Wine Commission, would like legislation to clearly state this interpretation in statute. Roger Batt plans to draft legislation so moving forward the reading on catering permits is clear and concise.

Discussion

- a. Board Terms – Mike Williamson will continue being Board Chair
- b. Admin Assistant – IWC is looking to hire a part-time administrative assistant; information will go out soon
- c. First Aid/CPR – October 23, 2018 – IWC office – great for anyone in the industry, RSVP to Ashlee Struble, \$50/pp
- d. Next Meeting – Education Focus – October 18th, 2018 at IWC's office

Adjourn

Mike Williamson moved to adjourn the meeting at 11:00 AM. Seconded. Motion carries.

Respectfully submitted,
Ashlee Struble, Industry Relations
Idaho Wine Commission