

# IDAHO WINE COMMISSION

## Idaho Grape Growers & Wine Producers Commission

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### Idaho Grape Growers & Wine Producers Commission Board of Directors Meeting March 22, 2018 Idaho Wine Commission Office

#### Present

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

**Absent:** Greg Koenig, Koenig Vineyards

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

**Other:** Roger Batt, Legislative Educator; Ron Bitner, Bitner Vineyards; Carrie Westergard, Boise CVB; Lynn Hightower, Downtown Boise Association; Jake Cragin, Skyline Vineyard

#### Call To Order

Dolsby called the meeting to order at 9:05 AM.

#### Approval of Minutes

Dolsby presented the January 2018 minutes. *Sullivan moved to approve the minutes as presented. Sanborn seconded. Motion passes.*

#### Presentations

Ron Bitner reported on his recent visit to Washington, DC for the WineAmerica Spring Conference, a national lobbying board for all wineries in the US. It's getting very important more Idaho wineries get involved. Bitner mentioned the WineAmerica excise tax that was passed this year –will save wineries money. The graphic was in the weekly email and can be referenced. It's very important, Bitner stressed, Idaho wineries get involved with WineAmerica. Bitner has invested 14 years with WineAmerica and will be stepping down from the board.

Carrie Westergard the Executive Director for the Boise Convention and Visitors Bureau (BCVB) reported on the partnership with the Idaho Wine Commission and what she does for the City of Boise. The BCVB are a destination marketing association for the City of Boise. They operate on a separate budget and they have their own board of directors. Primarily, most of their visitors are corporate and concentrate on that for attracting meetings, special events and sports. The BCVB markets, promotes the Boise area to the outside world. The BCVB main level of funding is from the hotel tax funding, Greater Boise Auditorium District and grants. Westergard touched base on where the advertisements are and stated that she's excited about the upcoming marketing campaign. Westergard touched on their leisure traveler campaign and how successful that was and that they will continue to do at least two of those campaigns a year.

There will be a handful of conventions coming to the Boise area that will attract attendance at local wineries. Westergard highlighted that there were 18 media placements included in our partnership with over 81,000,000 impressions. The BCVB is also a great supporter of event sponsorships for events that come into the city. The BCVB spends over \$150,000 annually on supporting major special events in the Boise area. The BCVB and Downtown Boise Association have a partnership as well for Downtown Walking Tours and Area Attractions Tours and will stop at Telaya Wine Co. This event is to learn more about Downtown Boise and the attractions that we have.

Lynn Hightower Executive Director for the Downtown Boise Association (DBA) reported on the great synergy formula that the partnerships within this community have. This partnership creates a great visit for those coming into our city. Hightower reported the economic vibrancy that Downtown Boise has. The mission of the DBA is to create and maintain a thriving downtown and creates a sense of pride for the city. The DBA is funded through assessments and authorized by the City of Boise to manage the Downtown Boise Business Improvement District. The DBA creates signature events that are meant to drive business downtown. The DBA's biggest event, Alive After Five, is a free concert series. Hightower touched base on their other promotional events including, but not limited to, gift cards, Downtown Christmas Tree Lighting and Bronco Game Day Shuttles. All of these events have one common thread – to get the community and visitors downtown. Hightower reported that with most of these events, visitors come down before and stay late.

### **Legislative Report**

Roger Batt gave a Legislative recap to the Board. Our private labeling bill died in the Senate. We agreed to a cap of 25,000 gallons for House Bill 545. Amendments to House Bill 545 were drafted and approved by the House of Representatives on the House Floor, HB 545 was then called unconstitutional in the Senate, due to the cap. The IWC can bring this Bill back next year if the board chooses to do so. There will be some new dynamics next year with retirements and a new governor.

Due to the legal aspect of writing the code, the IWC incurred legal fees this year. Batt proposed his new contract which includes a \$100 raise for the upcoming fiscal year.

*Williamson moved to approve Roger Batt's contract as presented. Potter seconded. Motion passes.*

### **Financial Report**

Christison presented the current financials. Christison reported the IWC is up \$8,800 in excise tax for the year. With no need for discussion, *Potter moved to approve the financial report as presented. Williamson seconded. Motion passes.*

Dolsby presented the proposed budget for the next fiscal year. This budget is brought to the Board prior to the May meeting to bring up any questions, concerns or comments. Sanborn presented the question on how much time each project that IWC does costs the staff with man-hours. A document was sent on the percentage of time each staff member spends on project. Questions were brought up regarding media tours and it was proposed a percentage of funding for journalists goes to bringing them into Northern Idaho and working with the Lewis Clark Tourism groups.

### **Director's Report**

#### Membership/HR

- Private Label
- Annual meeting planning for 2018
- Wine Quality
- Action Planning writing

#### Marketing

- Joined the ID Botanical Garden
- Board
- Industry Boot camp Prep
- Website
- Tour brochure planning
- Thanksgiving weekend ads
- Media Tours North and South Planning
- Fielding Media Inquiries

#### Meetings

- 1/17 Vistage

Next Commission Meeting: May 17, 2018 – 9 AM – Idaho Wine Commission Office

- 1/18 DBA Committee Meeting
- 1/23 SWITA Board Meeting
- 1/23 Idaho Preferred Annual Meeting
- 1/24 Food Producers
- 1/25 New Cidery
- 1/25 Andy – short tables
- 1/25 Jeremy Pisca
- 1/25 Garden Board Meeting
- 1/29 Vistage Gals
- 1/30 Food Producers
- 2/1 Senate Agriculture Affairs Committee
- 2/1 Rizen
- 2/1 Grant Meeting
- 2/1 Flower & Garden Meeting
- 2/2 Kyle Insurance
- 2/7 Food Producers
- 2/8 DBA Committee
- 2/8 Fahlgren
- 2/8 House Agriculture Affairs
- 2/12 Tony
- 2/12 Eric Degerman
- 2/13-15 Annual Meeting
- 2/13 Media Dinner
- 2/16 Vistage
- 2/20 Private Labeling Hearing
- 2/21 Vistage
- 3/5 Fahlgren
- 3/6 Vistage
- 3/7 Garden Marketing
- 3/8 Garden Events
- 3/8 Karianne DairyWest
- 3/8 Women of the Year
- 3/9 Folsom Chamber
- 3/13 Journalist
- 3/14 Danielle U of I
- 3/14 Hawley Troxel
- 3/15 Vistage
- 3/16 Vistage
- 3/19 Staff meetings individual
- 3/20 DBA board meeting
- 3/21 Vistage

**Brand Loyalty**

**Idaho Wine Month - June**

Next Commission Meeting: May 17, 2018 – 9 AM – Idaho Wine Commission Office

- Kick off event hosted by Juniper – May 31st
- IWM toolkit being designed

#### **Savor Idaho Dinner – June 9th**

- 60 Seats
- 36 Tickets Sold
- Juniper Catering
- 2 Sponsors

#### **Savor Idaho – June 10th**

- 1,000 Tickets – 197 Remaining
- Two Food Trucks
- 20 Sponsors
- 7 Exhibitors, 25 Wineries/Cideries, 11 Food Vendors

#### **Northern Idaho Media Tour – June 16th – 19th**

- Partnership with Idaho Tourism
- Fahlgren Mortine Management
- 4 Journalists confirmed

#### **Savor Idaho North – August 11th**

- Tickets on Sale June 1st
- Registration was available for the Annual Meeting, will formally go out March 26th

#### **Southwestern Idaho Media Tour – September 7th – 10th**

- Partnership with Idaho Tourism
- Fahlgren Mortine Management

#### **Education Report**

##### **Annual Meeting 2018 – February 13th -15th**

- 3 tasting events
- 20 speakers
- Save the date for 2019 – February 26th -27th

##### **Wine Quality – Rescheduled to Annual Meeting**

- Tim Gaiser
- 23 wines tasted
- Recap attached

##### **Wine Consultant**

- Grant funds
- Decision needed

##### **Vineyard Consultant**

- Next visit May 20th -24th
- Round tables in both Southern & Northern visits

#### **Discussion**

1. Winery Consultant – The board decided on the direction of the grant funded Winery Consultant. Williamson surveyed his neighbors and received a bigger percent of response for a field trip instead of an actual consultant.

Next Commission Meeting: May 17, 2018 – 9 AM – Idaho Wine Commission Office

A field trip to the Walter Clore Center was suggested. IWC can organize a field trip and will need direction from the industry on the topics for the trip. Sanborn mentioned IWC needs to be progressive with what's new in our industry. This is a great opportunity for wineries on the smaller scale to the large scale to go and see the greatest in technology.

2. Commissioner – IWC have an open grower commission seat available. The IWC will put out an email and then have to send three (3) names to the Governor for him to appoint.
3. Idaho Preferred Rule – IWC are moving forward to request that Idaho Preferred change their rule to 75% Idaho grapes.
4. Alcohol Safety Class – April 3, 2018

### **Adjourn**

*Williamson moved to adjourn the meeting at 11:43 PM. Potter seconded. Motion passes.*