



Idaho Grape Growers & Wine Producers Commission

Idaho Grape Growers & Wine Producers Commission Board of Directors Meeting May 18, 2017 9 AM Idaho Wine Commission Office

Present

Board: Gregg Alger, Huston Vineyards (via telephone); Melissa Sanborn, Colter's Creek Winery; Mike Williamson, Williamson Vineyards; Steve Meyer, Pend d'Oreille Winery, Earl Sullivan, Telaya Wine Co.

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

Other: Roger Batt, Legislative Educator, Ron Bitner, Bitner Vineyards

Call To Order

Dolsby called the meeting to order at 9:02 AM.

Approval of Minutes

Moya presented the March minutes. Sullivan moved to approve the minutes with the amended name of Pam Bohman. Williamson seconded. Motion carries.

Ron Bitner presented the fWine American Grape Growers America meeting that he attended. Bitner stated that we are under represented for these meeting (Idaho). He encourages everyone to join. Reached out to set up meetings with Idaho's congressional people and never heard back from anyone. Reductions with excise tax, TTB funding – faster label approval times. Immigration reform and ag labor – California groups are really concerned and are reaching out to other states. Definition of "criminal" is changing. Music licenses is another big issue they are handling.

We need to get membership up with the state of Idaho with Wine America. Discussion of having the IWC helping with the cost of the membership cost for those wineries that sign up to be members.

Financial Report

Approve Expenses

Christison presented the March/April financials. With no need for discussion, Sanborn moved to approve the financial reports as presented. Sullivan seconded. Motion carries.

Christison presented the proposed budget for 2017-2018 Fiscal Year. After discussion of each line item Sanborn moved to approve the 2017-2018 Budget with the change of \$30,000 to \$25,000 on the line item for assessments. Williamson seconded. Motion carries.

Dolsby presented and proposed to be able to write checks up to \$5,000.00 and to let D.L. Evans Bank know as well Sanborn moved to approve Moya's check signing authority to \$5,000. Meyer seconded. Motion carries.

Legislative Report

Batt reported on the Legislative report 530 bills were proposed and only 241 passed this legislative session. We were able to get HB 92 passed. Also passed the streamline for the assessments. Was able to negotiate more burn days. Killed piece of legislation that would have wineries on a registry list. The Legislation Committee will hold a meeting on July 20th to discuss several issues.

Next Commission Meeting: July 20, 2017- 9 AM - IWC

Treasure Valley Ag Tour – September 6 – all day event and 2 busses. Treasure Valley legislature – hop production, new SIMPLOT plant in Caldwell, irrigation stop, water rights and consumption, lunch then Moya will talk about the Idaho Wine Industry then final stop at the seed company. Educate the diversity of Idaho’s Ag Industry.

Dolsby presented Roger Batt’s 2018 contract. With no need for discussion Sanborn moved to approve Batt’s contact. Sullivan seconded. Motion carries.

Marketing

Website Metrics

Christison presented the website metrics for April at 6,068 page views. Top five cities were Boise, Salt Lake City, Meridian, Nampa and Los Angeles. The top five states were Idaho, Washington, California, Utah and Oregon. The top five visited winery pages were SCORIA Vineyards & Winery, Ste. Chapelle Winery, Colter’s Creek Winery, H0lesinsky Winery and Koenig Vineyards.

Social Media Monthly Numbers

Christison presented the social media numbers for April. Facebook has 4,347 likes with a reach of 33,034 people and 2,084 engagements (link clicks, likes and shares). Twitter has 5,927 followers with a reach of 2,704 people and 61 engagements (link clicks, re-tweets and favorites). Instagram has 4,796 followers and an engagement of 2,879. Pinterest has 318 followers, 8,246 average monthly viewers and 238 engagements.

Events

Savor Idaho – June 11th

29 wineries, 2 cideries, 5 exhibitors, 1 brewery, 12 food vendors and 18 sponsors are currently registered. Savor Idaho Tickets sold out on April 4th

Savor Idaho^N – August 10th

9 wineries, 1 cidery and 4 sponsors are currently registered and the boat is booked. Tickets will go on sale June 1st. Recently added to the list of wineries are: Williamson Vineyards and Split Rail Winery

Idaho Wine Competition – September 20th

Eric is working on confirming the judges. Mike Dunn, A lady from Portland, Texas. Ruth’s Chris will be the host and will hold the welcome dinner. Registration goes out August 1.

Wines Fly Free

Tourism created posters and Brenna suggested having more shippers on hand at the wineries. Christison will be sending out information with a tool kit. Amy with Tourism and Brenna plan to have a table set up at the Boise Airport on June 1st to promote the new program.

Idaho Wine Month

Please send events to Brenna so she can get those events on our websites. We need to know the events in order for us to send out the events. There will be have a tool kit available along with bottle-neckers available.

Education/Research

Wine Quality Initiative – August 21st - 23rd

Industry Meetings – August 21st - 23rd

Boot Camp – September 12th and 13th

Wine Competition – September 19th

Next Commission Meeting: July 20, 2017– 9 AM – IWC

Annual Meeting 2018 – February 13th - 15th
Vineyard Consultant

Vineyard Consultant – Christison stated that she is looking at having Tony to come out in June 2017 for group meetings. Tony's April visit was well received and held thirteen meetings while he was here.

Executive Director Report

Membership/HR

- Vineyard Educator
- Legislative Dealings
- Annual meeting planning/execution
- Permits
- Budget Prep
- Staff Review
- Wine Quality planning started
- Member Meetings
- Wine Competition prep
- Annual meeting 2018

Marketing

- NY Media Mission
- Video enhancement planning
- Wine Fly Free
- Savor Idaho
- Best Case Scenario
- Grant writing
- Review Committee ISDA Grants
- Website planning
- Bootcamp start

Meetings

- 3/17 GBAD – Kristin
- 3/20 Dave Arkoosh – Permits
- 3/20 Boise Chamber Travel Advisory
- 3/21 SWITA Board Meeting
- 3/21 Chad Vargas Vineyard Consultant
- 3/21 Terese – Seattle Winos
- 3/21 Kristin GBAD
- 3/21 Fahlgren Meeting
- 3/21 Mitch Minnette
- 3/23 Giraffe Laugh Board Meeting
- 3/28 Wines Fly Free – Drake Cooper
- 3/28 Leadership Boise Alumni
- 3/30 NYC Prep call
- 3/30 Ron – Vistage
- 4/3-4/7 NYC MEDIA MISSION
- 4/10-4/12 Member Meetings
- 4/11 Sysco Food Show
- 4/12 Idaho Statesmen Planning meeting
- 4/13 Michelle Leonardson Interview
- 4/17 SWITA Board Retreat
- 4/18 Roger Batt
- 4/18 Ron – Vistage
- 4/18 Boise CVB Board Meeting

Next Commission Meeting: July 20, 2017– 9 AM – IWC

- 4/19 VISTAGE
- 4/19 Lance Culter Wine Business Monthly
- 4/20 Joe – Cinder
- 4/23-25 Boise Chamber Leadership Conference
- 4/28 Leadership Boise Selection Committee
- 5/1 John May
- 5/1 Giraffe Laugh
- 5/3 Tommy Alhquist
- 5/5 Falhgren PR
- 5/16 SWITA Board Meeting
- 5/17 VISTAGE

Other Business

Sanborn raised questions about out-of-state wineries' permits and self distributing wine into Idaho from out-of-state. Sanborn called the State of Idaho about this issue; the state said no state is doing this. Batt said he would be able to help in facilitating the answers. Sanborn just would like to see a level playing field. Batt will be scheduling a meeting with ABC to further discuss this concern.

Dolsby presented the tourism study in the Sunnyslope area. After discussion Meyer motioned to help fund the tourism study at the cost of \$4,000. Williamson seconded. Motion carries.

Executive Session-Idaho Code section 67-2345(1)(b) – evaluation of a public officer, employee, or agent.
Pursuant to Idaho Code 67-2345(1)(b) 11:01 AM. Williamson moved to enter into Executive Session to discuss the proposed budget. Meyer seconded. Motion carries.

Roll Call:

Gregg Alger – Yes

Mike Williamson – Yes

Melissa Sanborn – Yes

Steve Meyer – Yes

Earl Sullivan – Yes

Williamson moved to approve the proposed budget as it stands, Moya to receive a 3% raise, Sara to receive a 3% raise, Ashlee to receive a 15% raise and Brenna to receive a 3% raise effective July 1, 2017. Moved to approve \$5,000 in bonuses \$2,000 to Moya and \$3,000 to disperse to the staff. Sanborn seconds. Motions carries.

Sanborn moved to close Executive Session at 11:56 AM. Sullivan seconded. Motion carries.

Dolsby resumed the Board of Directors meeting at 11:58 AM.

Adjourn

Sanborn moved to adjourn the meeting at 12:15 PM Sullivan seconded. Motion carries.