



Idaho Grape Growers & Wine Producers Commission

Board of Directors Meeting
April 17, 2014 9:00am
Idaho Wine Commission

Present

Board: Maurine Johnson, Ste. Chapelle Winery; Melanie Krause, Cinder Wines; Dale Jeffers, Skyline Vineyards; Melissa Sanborn, Colter's Creek Winery (via Video Conference); Gregg Alger, Huston Vineyards

Commission: Moya Dolsby, Shelley Bennett, Brenna Christison, Sara Dirks

Other: Lecia Fink; Roger Batt, Legislative Representative; Sean Ellis, Capital Press; Kat House, House of Wine; Christina Lenkowski, Red Sky PR; Amber Brockel, Red Sky PR

Call To Order

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

Approval of Minutes

Dolsby presented the minutes for the March board meeting. With no need for discussion, Krause moved to approve the minutes. Johnson seconded. Motion carries.

Financial Report

Dolsby presented the March financials. The Commission is tracking really well. Assessments went out last week and the Commission has received three back. Tax revenue funds are up \$1,000 for the month. With no questions, Johnson moved to approve the financials. Alger seconded. Motion carries.

Dolsby presented the Proposed Budget to the board. Dolsby asked the Commissioners to review the budget to make sure there are no errors and it reads correctly. Per Alger's request, \$90,000 of the surplus funds is included in 2014 budget. Alger wanted to know why such big numbers are budgeted for Savor Idaho on both expenditures and revenue. Dolsby explained that Savor Idaho brings in about \$50,000 but costs around \$25,000 to put on.

Dolsby explained the Commission is decreasing the number of seminars and making the Annual Meeting more prominent, which will increase those expenses.

The PR expenses will increase in 2014 because Dolsby would like to push out media boxes and she would like to be prepared for the launching of the new AVA's. The Commission will be utilizing Red Sky PR to put on a media tour to promote the new AVA's.

Alger would like to know why the sponsorship budget is \$6,500. The Commission provides wine glasses for Festival at Sandpoint, A Chef's Affair and Sunnyslope Wine Trail Festival. The Commission also codes some wine events as sponsorship due to the nature of participation.

Legislative Report

Batt presented the legislative report for the end of the 2013 legislative session. Senate Bill 1253 passed the Senate and House and was signed into Law. This legislation allows the continuation of a Winery's bottling and manufacturing operations if the Winery's license is suspended, revoked, or not renewed.

House Bill 530 passed the House and the Senate and was signed into Law by the Governor. The legislation exempts the payment of a 6% Use Tax for anyone who donates food or beverages or both to individuals and non-profit entities.

The Commission will be sending out a full explanation of all Bills that have been passed in the last 5 years.

The Commission and Batt are working on legislative tours in Northern Idaho, Eastern Idaho and Southwestern Idaho taking place in July and September.

Batt will research growers more and look at getting a bill passed in the next legislative session.

Krause would like Batt to look into a winery grower license to make it legal for people to be a winery without making wine on-site.

Jeffers would like Batt to look at fugitive dust restrictions. Batt is working on clarifying the State Implementation Plan (SIP).

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Batt is still working on the water rights issues. It is currently in the Supreme Court.

Batt's contract expired in March. He would like to renew for another one year term and has proposed the same agreements as last year. Jeffers moved to renew Batt's contract. Krause seconded. Motion carries.

Subcommittee Reports

Events

Savor Idaho will take place on June 8th at the Idaho Botanical Garden. The Commission has sold 520 tickets to date. 380 tickets remain. There are 50 trade tickets total and it is filling up fast. Dirks met with Tates Rents yesterday to confirm all rentals and layout. Dirks is working on getting restaurants and winery permits in to ensure everybody can participate. Bennett is working on the Savor Idaho Brochure. Idaho Wine Month is well underway with preparation. The Commission sent out an informational email to all members with a handout that can be given to restaurants, retail shops, and partners. The press release will be going out the middle of May that will include all information the Commission receives from members.

Taste Idaho is taking place April 29th at Cottonwood Grille. Twelve Idaho wineries will be pouring tastings and answering questions to a group of invite-only restaurant and retail shop wine buyers. The Commission sent an invitation out to 150 individuals.

Dirks has been working with **Around The World in 80 Sips**. The Wine Commission was approached by them to participate in the Seattle tasting at the end of June. The Commission can pour six different wines. Sawtooth and Ste. Chapelle are participating, leaving four more openings for wineries that are licensed in WA.

Alger would like to know why the Commission is doing events in Washington. Dolsby explained that the Commission does two events a year in Washington. One of them, The Seattle Food & Wine Event, which was co-sponsored by the Tourism Department and SWITA. Both of these organizations take out large ad buys and the commission is trying to ride on their coat tails. House would like the Commission to look at the Portland market for pouring more wine and participating in more events. House believes that Idaho would have a better chance of getting into their market. Krause explained the Idaho tourism numbers show the largest numbers of tourism is coming from Washington. Dolsby explained that Washingtonians like to travel and try wine and Idaho wants to get them here. Alger would like to see a tourism report with numbers of Washington travelers to see if our dollars are well spent. Dolsby said the Department of Commerce will be announcing their updated tourism numbers at the Idaho Travel Conference in May.

Dirks attended the **Taste of WSU** event last weekend and reported back that it was a great event. She was able to meet the wine buyer for the new visitors center at Washington State University who is extremely interested in getting Idaho wine made by WSU Alumni into the store.

Marketing

Christison presented the **Website Metrics and Social Media Monthly Numbers**. Website numbers have increased by 700 hits, making almost 7,000 unique visitors in March. Facebook likes increased by 70. Twitter followers increased by 68.

Dolsby presented the Idaho Wine Commission Logo Use Agreement. This document was made for other entities that would like to use the Commission logo. It clarifies how the logo can be used. Each entity that would like to use the logo will have to sign the agreement prior to use. Alger and Krause would like the document to say the Commission can retract the use of the logo at any time if the Commission sees fit. Lenkowski and Brockel presented the Commissions media report for February, March and April. Red Sky has been pitching to over 15 reporters to come to Idaho for Idaho Wine Month and Savor Idaho. They've received great feedback from the journalist who are very interested in the Idaho wine industry.

Red Sky presented to the board. They did a Social Media audit for the Commission that shows benchmarks of where Idaho stands, as well as recommendations on what the Commission can improve on. The Commission will send that out to all members so they can see the growth over the last year.

Facebook has a large number of changes, most importantly with the purchasing of posts to get a wider audience. This has shown a significant increase in likes and engagement on the Commission Facebook page.

Red Sky has been working with the Commission on the **Northern Idaho Media Training** that will be taking place in July. In preparation for the launch of the Lewis-Clark AVA, Red Sky will be conducting an executive speaker training and a social media training to prepare Northern Idaho for the media. This is to make sure the industry is comfortable speaking with the media and all have the same message points.

Education/Research

The **Vineyard Seminar** will take place mid August at Skyline Vineyard. Krause spoke with Kevin Coreliss who is unavailable, but one of his staff members may be available. House would like to have the vineyard seminar in the spring to catch the attention of the growers when they can make changes. Krause isn't sure if the spring seminar would get better attendance because spring is a fairly busy time. Jeffers remembers past spring seminars not being very well attended.

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Ryan Johnson and Leif Olson will be contacted by House and Krause about speaking at the vineyard seminar. Since there is a need for grapes in the ground the Education Committee would like to have this seminar appeal to farmers new to growing grapes as well as our current members.

The Board had discussed doing a roundtable directly following the vineyard seminar, bringing growers and winemakers to the table. Alger would still like to do this. Dolsby asked the Commissioners to come up with a list of questions that they would like to hit on. Batt is willing to put a seminar and roundtable announcement in the Farm Bureau newsletter going to 1500 Canyon County farmers. The Commission will get Batt all pertinent information for the newsletter.

Christison created a draft **Research Proposal** for the Idaho Wine Commission to utilize. Dolsby would like the proposals to be due the beginning of March every year when the Commission is setting their budget. Krause would like clarification on research needs. Alger would like to add the goals for the Vineyard Educator. Christison will make the changes. House would like the Commission to look at the broader picture when asking for proposals. House would also like legislation to look at mediating leaf roll to control disease migration.

The Commission is currently working on creating a job description for Viticulture Educator. House suggested contacting Michelle Moyer to see if she has a current job description, and putting it on Wine Business, WAGG, and WSU's sites. Dolsby is worried that the Commission won't be able to hire somebody in this fiscal year. Krause believes that it is important to move forward with this because it will lay the groundwork for a future extension agent, even if we don't hire this year.

Executive Director Report

Membership/HR

- ▶ Brainstorming Vineyard Educator
- ▶ Economic Impact Study
- ▶ Brainstorming secret shopper, found someone at WAWGG
- ▶ Rizen Marketing Media box
- ▶ Idaho wine month planning
- ▶ Brainstorming future seminars
- ▶ Sent out assessments
- ▶ Updated the IWC Year in Review
- ▶ Working on Budgets
- ▶ Writing ISDA grant

Meetings

- ▶ 3/20 Kat House
- ▶ 3/21 BSU MBA Students
- ▶ 3/25 Wine America Conference Call
- ▶ 3/28 BSU MBA Students
- ▶ 3/31 LIVE Conference Call
- ▶ 4/2 Education Meeting
- ▶ 4/4 MBA Meeting
- ▶ 4/7 Red Sky Monthly Meeting
- ▶ 4/8 Former intern Monica Meeting
- ▶ 4/8 Matt Brooksheir – Developer
- ▶ 4/15 BCVB Meeting
- ▶ 4/15 BYP Board Meeting
- ▶ 4/16 SWITA Board Meeting
- ▶ 4/16 Go Lead Meeting

Events

- ▶ Savor Idaho Planning
 - Working on securing contract for future
- ▶ Planning for Tastemakers - Utah

Adjourn

Jeffers moved to adjourn the meeting at 11:16am. Krause seconded. Motion carries.