



Idaho Grape Growers & Wine Producers Commission

Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting
August 21, 2014 10:00am
Idaho Wine Commission

Present

Board: Melissa Sanborn, Colter's Creek Winery; Maurine Johnson, Ste. Chapelle Winery; Dale Jeffers, Skyline Vineyards; Gregg Alger, Huston Vineyards; Steve Meyer, Pend d'Oreille Winery

Commission: Moya Dolsby, Shelley Bennett, Brenna Christison, Sara Dirks (via video conference)

Other: Roger Batt, Legislative Educator; Ron Bitner, Bitner Vineyards; Larry Kornze, Villa Morri Vineyard, Julie Weaver, Attorney General's Office

Call To Order

Dolsby called the meeting to order at 10:00am.

Approval of Minutes

Dolsby presented the July minutes. With no need for discussion, Sanborn moved to approve the minutes. Jeffers seconded. Motion carries.

Health Insurance – Julie Weaver

It is state law for the Commission to provide health insurance for its employees. In order to provide medical insurance, the Commission will need to file an application to be an employer in the State system. Equal benefits must be provided to all state employees. It will cost the Commission about \$43,000 to provide insurance to all four employees. Employees can opt out of taking the health insurance; the employer however cannot opt out of providing medical insurance. There are different plans for the employees to pick from, however the cost to the IWC stays the same.

Family Medical Leave Act (FMLA) gives employees 12 weeks unpaid leave with a guarantee that their job will be available when the employee returns. With FMLA there is a paperwork process that can be completed by the Commission's bookkeeper. Johnson moved to accept Dolsby's and Dirk's maternity leave plan utilizing FMLA and to increase Christison's time to full time October to January. Sanborn seconded. Motion carries.

Travel Funds Presentation – Tim Harless will present at the next board meeting.

Financial Report

Approve Expenses

Winery and Vineyard assessments have been paid by the majority of the members; more checks are expected to come in. The audit was completed at the beginning of August and the report will be presented at the September board meeting. After discussion on the financials, Jeffers moved to approve the financial reports. Sanborn seconded. Motion carries.

Legislative Report

Excise Tax

Batt presented drafted legislation for raising the percentage of excise tax that the Commission receives by 3% for a total of 8%. The reasoning behind the raise is because of the Health Insurance mandate as well as creating funds for a vineyard educator and more research. Roger has talked to a few legislators and hasn't received pushback.

Growler Bill

Batt will draft legislation and bring it to the next meeting. Sanborn asked about labeling for growlers; does the wine bottle that is being filled with a certain wine have to be from that winery. Alger is concerned this bill will bring cheap wine from out of state to have growler refills and will in turn hurt the Idaho wine industry in the long run.

Legislative Tours

The Lewiston tour went well, there were six legislators, two spouses and other guests in attendance. One issue brought up was shipping between Washington and Idaho. There is extra paperwork to go through for retailers to fill out before wineries can direct ship to retailers. This takes out the middle-man of the distributor however the extra paperwork can be burdensome for retailers.

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The Southwest Idaho tour has fourteen people signed up. Eastern Idaho only has one person signed up so far. Roger will send out the invitations again this week.

Subcommittee Reports

Events

Idaho Wine Month The Commission is waiting on final numbers from Hayden.

Restaurant Boot Camp – September 16th, 2014

The schedule has been set and everyone is confirmed. Twenty-seven people are signed up so far, the Commission hopes to have 35-40 people in attendance. There are repeat attendees, however because of the different agenda it is beneficial to have them attend again.

Next fall the Commission will join forces with Idaho Preferred, United Dairyman's Association and Tourism to plan a 25-30 person FAM media tour. The funding will come from the Dairymen and Idaho Preferred.

Idaho Wine Competition – September 22nd, 2014

Preparations are underway. Ste. Chapelle Winery has been confirmed as the location. So far, five wineries have signed up. Payments are going through Great Northwest Wine when the winery fills out the registration. The Commission is handling the collection of the wine. A potluck is planned to be held at Huston Vineyards following the competition. Everyone is asked to RSVP in order to get a proper headcount.

Sippin' in the City – November 6th, 2014

There are currently eight wineries registered to participate this year. Alger explained the event is not good for their winery, except getting information out to consumers on their Thanksgiving barrel tasting event. The Commission will send out another registration email and plan on continuing with the event this year and reevaluating for next year.

Marketing

Website Metrics

The top three wineries for the month of July were Ste. Chapelle Winery, Clearwater Canyon Cellars and Snake River Winery. The top three states were New Jersey, Washington and Idaho. The total unique visitors to the website was up 2,000 from July 2013.

Social Media Monthly Numbers

The social media numbers have increased again this month. Christison has continued to promote posts on Facebook to help increase the Commission's exposure.

Best Case Scenario: Idaho

The Commission has wine submissions from 13 wineries for Cole Danehower to come out in the next month to taste. Danehower will then pick 12 to be included in the case that go out to 30 national media contacts.

Lauren Mowery Visit

Mowery writes for many large national publications as well as is blogger that received best blog of the year. Mowery will be doing an urban tour one day and then a wine country tour another. These appointments have all been confirmed.

Northern Idaho Photography

There are extra grant funds in the budget for the Commission to have a photographer shoot northern Idaho wineries and vineyards at the beginning of October.

Education/Research

North Idaho PR Training – July 21st-22nd, 2014

The PR training went great. Social Media training was very helpful to Sanborn as well as the speaker training. Sanborn feels it was of great value for the Commission to come to the Northern Wineries.

Vineyard Seminar – August 13th, 2014

Held at Skyline Vineyards, there was great attendance with 19 people. Alan Busacca gave an overview of developing his part of the Red Mountain AVA and then Ryan Johnson gave a case study of the vineyard he started in the Red Mountain AVA. Jeffers feels it was a great help to our vineyard members.

Wine Quality Initiative – August 2015

Both Doug Frost and Bob Betz confirmed to come out next year to do another Wine Quality Initiative. The education committee will form a structure and will present to the board at the December Commission Meeting.

Executive Director Report

Membership/HR

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- Annual meeting planning
- Wine Excise tax increase
- Economic Impact Study
- Northern Idaho PR Seminar logistics
- Legislative Tours
- Working on Strategic Plan
- Starting Wine Quality logistics for 2015
- Audit Prep

Marketing

- Rizen Video
- Idaho wine month wrap up
- Prepping for Restaurant bootcamp
- Prepping for Wine Competition
- Working on Media Boxes
- Website updates
- Gathering TB info
- Setting up media tours – Lauren Mowler
- Schedule Northern Idaho Photography
- Sippin in the City prep

Meetings

- 7/21 Northern Idaho PR Seminar
- 7/21 Idaho Preferred Chef Tour
- 7/22 Wine America Conference Call
- 7/23 Beef Council Savor Recap meeting
- 7/23 Tates Sponsor Recap meeting
- 7/24 Hawely Troxell Savor Recap
- 7/28 Rizen – Website meeting
- 7/28 Red Sky lunch
- 7/29 Leadership Boise Alumni
- 7/30 Boise State Radio Savor Recap
- 7/31 Boise CVB
- 8/4 Red Sky Monthly Meeting
- 8/6 Audit
- 8/6 Boise Chamber Travel Advisory Board Meeting
- 8/7 Northern Idaho Legislative Tour
- 8/7 Sunnyslope Meeting
- 8/7 United Dairymen’s lunch Karianne
- 8/12 Boise CVB
- 8/13 Vineyard Seminar
- 8/14 Beth Ringert
- 8/14 Boise CVB
- 8/15 Alan Minskoff
- 8/18 Rizen – Website
- 8/18 Monica Intern
- 8/19 SWITA Board Meeting
- 8/19 Dan Fox – Tour and Tasting
- 8/19 Rizen – Video
- 8/19 BYP Board Meeting
- 8/19 Dan Fox Conference Call
- 8/20 Red Sky Strategic Plan

Events

- Savor Idaho Planning
 - Sponsor Follow up Meetings

Other Business

Economic Impact Study – Barbara Insel is having trouble with the census acres versus the numbers that were reported to her by the members. Bennett, Alger and Sanborn will follow up with her and seek guidance from board members as to her questions.

Adjourn

Jeffers moved to adjourn the meeting at 12:08pm. Sanborn seconded. Motion carries.

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