



## Idaho Grape Growers & Wine Producers Commission

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Idaho Grape Growers & Wine Producers Commission  
Board of Directors Meeting  
September 18, 2014 9:00am  
Ste. Chapelle Winery  
19348 Lowell Rd.  
Caldwell ID 83706

### Present

**Board:** Melissa Sanborn, Colter's Creek Winery (via video conference); Maurine Johnson, Ste. Chapelle Winery; Dale Jeffers, Skyline Vineyards; Gregg Alger, Huston Vineyards; Steve Meyer, Pend d'Oreille Winery (via video conference)  
**Commission:** Moya Dolsby, Shelley Bennett, Brenna Christison, Sara Dirks (via video conference), Haley Schaefer  
**Other:** Tim Harless, HAT Ranch Winery; Jared Zwycart, Zwycart and Associates PC; Bill Duval, Attorney

### Call To Order

Dolsby called the meeting to order at 9:03 am.

### Approval of Minutes

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

### Travel Funds Presentation – Tim Harless

Harless, presented on his trip to the Society of Wine Educators Conference he attended in August. 500 people attended the conference taking part in 50 seminars. Harless discussed Idaho wine during a Tempranillo seminar he attended. He explained that very few of the 50 people had tried Idaho wine, but they appreciated how many large awards Idaho wines have won for Tempranillo. Next year the conference is in New Orleans.

### Audit Report – Jared Zwycart

Zwycart presented the 2013-2014 Financial Audit Report. There was no control or compliance issues found. The Commission has a great ratio of Assets to Liabilities. Excise tax was up this year. The Commission is in a great position financially. Jeffers moved to approve the audit as presented. Johnson seconded. Motion carries.

### Financial Report

#### Approve Expenses

Dolsby presented the August financials. The \$20,000 allocated to fund a future Vineyard Educator will remain in the surplus. The excise tax revenue was up this month. Most of the 2013 assessment dues have come in. With no other need for discussion, Meyer moved to approve the financial reports as presented. Sanborn seconded. Motion carries.

### Legislative Report

#### Excise Tax, Growler Bill, Legislative Tours

Dolsby presented the legislative report prepared by Roger Batt.

Bennett explained that the legislative tours went well, nine people attended the Boise tour. They were receptive to the Commission's bills that will be presented to the legislature in 2015.

### Subcommittee Reports

#### Events

Next Commission Meeting: September 18, 2014 Time: 9:00am, Ste. Chapelle Winery, 19348 Lowell Road, Caldwell, ID 83607

### **Restaurant Boot Camp – September 16<sup>th</sup>, 2014**

The restaurant boot camp went very well. The attendees visited Ste. Chapelle Winery, HAT Ranch Winery, Bitner Vineyards, Split Rail Winery and Syringa Winery. There were 32 people on the tour with 21 different organizations represented. People on the tour were very receptive and the Commission has heard positive feedback. The Commission has been told by restaurants that all day boot camps and tours are easier to attend, rather than the Commission bringing training into the restaurants. The Commission will be sending out a survey to follow up with everyone who attended. Bitner and Harless thought the attendee questions were engaging and well thought out. The new Idaho Brands Manager for Hayden Distributing was on the boot camp and gained valuable information for his new position. Bennett met the wine buyer for Craig Stein Distributing and will set up a meeting to discuss how they can become more involved with Idaho Wineries.

### **Idaho Wine Competition – September 22<sup>nd</sup>, 2014**

150 wines have been entered into this year's competition. Dan Berger and Cole Danehower will be joining the panel of judges and Huston Vineyards will host an industry potluck directly following the competition. Invitations for the potluck have been sent out. Everyone is asked to RSVP in order to get a proper headcount. Bitner will be holding an Idaho Riesling party at Bitner Vineyards Sunday night before the competition.

### **Sippin' in the City – November 6<sup>th</sup>, 2014**

100 tickets have been sold. The Commission will likely not hold the event at the Linen Building next year due to the sale of the building. Red Sky is targeting and inviting local media to attend.

### **Marketing**

#### **Website Metrics**

Christison presented the website metrics for August. Ste. Chapelle Winery, Clearwater Canyon Cellars and 3 Horse Ranch Vineyards were the top 3 winery hits. New Jersey, Washington, and Idaho were the top three states. Our unique hit numbers continue to rise, being up 1,000 hits over August 2013. Rizen Creative is currently working on a refresh for the Commission website.

#### **Social Media Monthly Numbers**

Christison presented the social media numbers for August. Facebook and Twitter continue to increase in follows and likes. Christison is contacting Think Social for a quote on services for promoting posts. Christison has started a Pinterest page for the Commission.

#### **Media Tracker**

Dolsby presented Red Sky's Media reports. The industry has gained a lot of press in the past three months.

#### **Best Case Scenario: Idaho**

Cole Danehower will be tasting through all of the Best Case Scenario wine submissions on Tuesday, September 23<sup>rd</sup> to pick the top 12. The cases will go out the end January, following harvest and when the weather is cooler.

#### **Lauren Mowery Visit**

Lauren Mowery came in early September and had a great visit to Idaho. She has been posting blogs to her site and the Commission will share them in the Industry Happenings as they come in.

### **Education/Research**

#### **Annual Meeting – February 17<sup>th</sup> – 19<sup>th</sup>**

The Commission is finalizing the Annual Meeting agenda and will be sending out registrations following harvest. Carolyn Ross, Andy Hayes, Mike Veseth, Kevin Corliss and Karl Umiker have been confirmed to speak at the Annual Meeting. Ross will hold her sensory seminar on Tuesday afternoon, February 17<sup>th</sup>. The Vintage Tasting will be held on Wednesday morning, February 18<sup>th</sup>.

#### **Education Committee Meeting**

The next education committee meeting will be held on November 20<sup>th</sup> at 1pm or following the Commission meeting. Next Commission Meeting: September 18, 2014 Time: 9:00am, Ste. Chapelle Winery, 19348 Lowell Road, Caldwell, ID 83607

## **Executive Director Report**

### **Membership/HR**

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

### **Marketing**

- Rizen Video
- Prepping for Restaurant boot camp
- Prepping for Wine Competition
- Working on Media Boxes
- Website updates
- Gathering TB info
- Setting up media tours – Lauren Mowery
- Schedule Northern Idaho Photography
- Sippin' in the City prep
- Savor Idaho Planning

### **Meetings**

- 8/21 Carrie – Boise Chamber
- 8/24 Sunnyslope Wine Fest
- 8/26 Governor's address to city
- 8/26 Wine America Conference Call
- 8/26 BCVB Board Meeting
- 8/27 Channel 7 Interview
- 8/27 Idaho Business Review
- 8/29 Melissa – SWITA
- 9/2 Lauren Mowery Journalist
- 9/2 Rizen
- 9/2 Sunset Magazine
- 9/3 Red Sky Monthly Meeting
- 9/3 Roger Brooks
- 9/3 Jim Manion Idaho Travel Council
- 9/4 SW ID Legislative Tour
- 9/4 BCVB
- 9/5 BYP Gala
- 9/9 Touring & Tasting Dan Fox
- 9/10 Intern Interview
- 9/10-12 Women's Leadership Conference
- 9/12 Bugs Dinner
- 9/16 Governor Economic Dev. Video
- 9/16 Restaurant Boot camp
- 9/17 Boise Chamber Lunch
- 9/17 Leadership Boise

### **Other Business**

All information for the Economic Impact Study has been collected and the Commission should be receiving the results shortly.

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Alger would like the Commission to send industry information to hotels around the state, as well as hold a boot camp for the hotel industry. The Commission does distribute brochures to hotels each year when the brochures are printed and will look into holding a Hotel Boot Camp. Harless suggested sending information to Realtors and Title Companies. The Commission will contact their associations to look into sending tour brochures and fact sheets to them for their welcome packets.

**Adjourn**

Alger moved to adjourn the meeting at 10:14am. Jeffers seconded. Motion carries.