



## Idaho Grape Growers & Wine Producers Commission

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Idaho Grape Growers & Wine Producers Commission  
Board of Directors Meeting  
October 16, 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, Haley Schaefer

**Other:** Roger Batt, Legislative Educator; Ron Bitner, Bitner Vineyards; Bill Duval, Attorney

### **Call To Order**

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

### **Approval of Minutes**

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

### **Amendment of Agenda**

Added Idaho/Washington Self-Distribution. Jeffers moved to approve the amended agenda. Sanborn seconded. Motion carries.

### **Financial Report**

#### **Approve Expenses**

Dolsby presented the September financials. With no need for discussion, Johnson moved to approve the financial reports as presented. Jeffers seconded. Motion carries.

### **Moya Signature Approval for Checks**

Since there is no longer a board member in Boise, Dolsby needs to have the ability to sign checks when needed. Alger moved to approve Dolsby signing checks under \$1000 dollar limit that will be for reviewed at board meetings. Meyer seconded. Motion carries.

### **Legislative Report**

#### **Excise Tax**

Batt is working on legislation to increase IWC's share of the excise tax by 3% moving it from 5% to 8%. Batt has spoke with some legislative representative and believes it has a good possibility of passing. The reasoning to do this is to pay for medical insurance for the staff, a vineyard educator and conduct more research.

### **Growler Bill**

Batt presented a draft of the Growler Bill amending section 23-1306 and section 23-1313, clarifying language for wineries and retailers that will allow them to sell growlers under the same license without additional permits.

## **Idaho/Washington Self Distributing**

Sanborn asked to revisit the Idaho/Washington self-distributing laws. She would like to see both states have equal laws in regards to self-distributing. Batt would like to see commitments from the state of Washington before we pass a bill in Idaho and proposed we enlist the Washington Wine Institute to help with the Washington legislation. Bitner will be attending the Wine America conference in Walla Walla and will talk to Washington about how we can go about solving this issue. Batt will also look into Oregon's Self Distributing license.

## **Subcommittee Reports**

### **Events**

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

152 tickets have been sold as of Monday. 225 are available. There are eight wineries participating this year. Preparations for the event are under way.

#### **UnWined at the Movies – March 19<sup>th</sup>, 2014**

Movie is still to be determined. Registrations will go out middle of November.

### **Marketing**

#### **Website Metrics**

Christison presented the website metrics for September. There was a blackout period in the State's analytic software leaving out about a week and a half of September data. Christison will begin using Google Analytics instead of the state report, starting in 2015. Ste. Chapelle Winery, Bitner and Snake River Vineyards were the top 3 winery hits. New Jersey, Washington, and Idaho were the top three states.

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

Christison presented the social media numbers for September. Facebook and Twitter continue to increase in follows and likes. Christison is talking with Think Social Media about a possible partnership.

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

Cole Danehower tasted through all of the Best Case Scenario wine submissions on Tuesday, September 23<sup>rd</sup> and will begin contacting the 12 wineries who were selected.. The cases will go out the end January.

#### **Sunset Magazine**

The Commission has partnered up with The Division of Tourism, Boise CVB and SWITA to purchase a \$35,000 ad buy in Sunset Magazine. The Commission will have a strong online ad presence and participate in Celebration Weekend and Savor the Central Coast. Dolsby and Diane Norton will also have the opportunity to fly down and meet with all the Sunset editors. Alger asks is it possible to have the Sunset Wine Competition results e-blasted to Idaho Subscribers. Dolsby will talk with Sunset about this. Meyer would like the IWC to focus more on the story of the AVAs and their significance compared to other AVAs in the country. Dolsby is working with Red Sky PR to create new messaging for the Commission and members.

#### **Seattle Wine and Food Event – February 22<sup>nd</sup>, 2015**

The Commission will be going to back the Seattle Wine & Food Event because Seattle is a primary focus for the Division of Tourism. The IWC is attending to increase Idaho awareness to consumers, in hopes of getting them to Idaho. Information will be going out in the Industry Happenings. Wineries that would like to participate must be licensed in the state of Washington.

#### **Tour Brochure and Website**

Rizen Creative is currently updating the tour brochure. The Idaho Business Review is no longer printing the brochure due to the increased production cost. The new tour brochures will be printed and available for distribution at the Annual Meeting in February.

Rizen Creative is also in the process of redesigning the website. The website will be up and running within the next month.

Next Commission Meeting: November 20th, 2014 Time: 9:00am, IWC

## **Quarterly Member Wine Report**

The Commission has started creating member reports that will be sent to members on a quarterly basis. The first report was sent October 15, 2014. Christison will add Social Media comparisons to the weekly email to help members understand what those numbers mean in comparison to the top five wineries.

## **Thanksgiving Co-op Ads**

Ads will be placed in the Idaho Statesman, Idaho Business Review, Boise Weekly, Salt Lake City Weekly and Wine Press NW as well as radio advertising. A press release with detailed information that the Commission receives will also be going out to media and consumers.

## **Idaho Wine Competition Ads**

The Commission placed ads in SIP Magazine, the Idaho Business Review and Idaho Statesman featuring the gold medal winners.

## **Red Sky Strategic Plan Enhancements**

Red Sky PR submitted a first draft for the Commission to review. Dolsby is currently editing and will present it to the board once finalized.

## **North Idaho Photography**

Bennett traveled to North Idaho in October to for a professional photography shoot. All pictures will be available to members once they are submitted to the Commission.

## **Education/Research**

### **Annual Meeting – February 17<sup>th</sup> – 19<sup>th</sup>, 2015**

The Commission has arranged for a secret shopper to visit soon. They will be presenting the findings at the Annual Meeting.

### **Education Committee Meeting – November 20<sup>th</sup>, 2014**

The next education committee meeting will be held on November 20<sup>th</sup> at 11am or following the Commission meeting.

### **Requests for research proposals will to go out in January.**

## **Economic Impact Study**

The Commission has received the first draft and is finalizing the report.

## **Executive Director Report**

### **Membership/HR**

- Annual meeting planning
- Wine Excise tax increase
- Economic Impact Study
- Working on Red Sky Strategic Plan Enhancements
- Starting Wine Quality logistics for 2015
- Quarterly Member Reports

### **Marketing**

- Rizen Video
- Prepping for Wine Competition
- Working on Media Boxes
- Website updates
- Gathering TB info
- Northern Idaho Photography
- Sippin in the City prep

- Savor Idaho Planning
- Brainstorming Launch of Ted Video
- Starting to Plan Culinary tour 2015

### **Meetings**

- 9/18 Boise CVB
- 9/18 SWITA – Rizen
- 9/18 SWITA Board Meeting
- 9/19 Bill Murray
- 9/21 Breakfast Eric and Andy
- 9/22 Idaho Wine Competition
- 9/22 Industry Potluck
- 9/23 Filming Ted Video
- 9/23 Cole Danhower Tasting
- 9/23 Lunch – Eric, Andy, Cole & Dan
- 9/23 Boise CVB Board Meeting
- 9/24 Go Lead Lunch
- 9/25 Sunnyslope Wine Trail Meeting
- 9/29 Adora – Ski Idaho Meeting
- 9/30 City of Boise Round Table
- 9/30 Leadership Boise Board Meeting
- 10/1 Ryan Robinson – Ruth Chris
- 10/1 Red Sky Meeting
- 10/2 Boise CVB PR Meeting
- 10/3 Dept. Of Tourism Meeting
- 10/7 Rachel – Wine Women & Shoes
- 10/7 Rizen & Red Sky Strategic Plan Enhancements
- 10/8 SWITA Red Sky Meeting
- 10/14 Craft Beverage Conference Call
- 10/14 Rizen – Video and Website
- 10/14 Red Sky Conference Call
- 10/14 Boise CVB Board Meeting
- 10/15 Leadership Boise Seminar
- 10/15 Idaho Women’s Charitable Foundation

### **Other Business**

The Commission is working on organizing a Hotel Boot camp. The IWC was told the beginning of January would be the best time to conduct a tour. Bennett has asked the Downtown Boise Association to contact their member for their opinion on timing. Alger would like to wait until spring so wine country is more inviting.

### **Adjourn**

Jeffers moved to adjourn the meeting at 10:20 am. Alger seconded. Motion carries.