



Idaho Grape Growers & Wine Producers Commission

Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting
November 20th, 2014 9:00am
Idaho Wine Commission

Present

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

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

Call To Order

Dolsby called the meeting to order at 9:35am.

Approval of Minutes

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

Financial Report

Approve Expenses

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

Legislative Report

Dolsby presented the legislative report. Roger Batt was unable to attend the meeting this month, but is planning on attending the December meeting.

Alger brought up the Tied House Laws that were an issue for a few wineries in California a few weeks ago. Bennett will talk to Batt about Tied House Laws and will send out information as soon as she gets it.

Subcommittee Reports

Events

Sippin' in the City – November 6th, 2014

Sippin' sold out the Monday before the event. The event went really well and the Commission heard great things from consumers. The flow was better this year due to the fact there were fewer wineries. Sales for wineries were up from past years. IWC received positive comments from wineries however most said they are on the fence about participating next year. Social media chatter was great after event. Alger would like the Commission to have a trade hour next year, and would like to Commission to partner up with Hayden Beverage or another entity to invite the trade rather than the wineries. There will be more discussion at the strategic planning session in January. The event will have to move next year due to the Linen Building selling.

UnWined at the Movies – March 19th, 2014

The IWC is working on quotes from caterers. Winery registration will go out shortly.

Thanksgiving Press Release

The Thanksgiving press release went out the beginning of November, winery participation in the press release doubled from last year and the Commission has received positive feedback on it. Alger would like the commission to ask Red Sky to help promote Thanksgiving weekend. Christison will contact Red Sky.

Marketing

Website Metrics

Christison presented the website metrics for October. There was a blackout period in the State's analytic software leaving out a day of October data. Christison will begin using Google Analytics starting in 2015. There were 6,690 total unique visitors to the IWC website in October. Ste. Chapelle Winery, 3 Horse Ranch Vineyards and Snake River Winery 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 (2,993) and Twitter (3,830) continue to increase in follows and likes. Christison is talking with Think Social Media about a possible partnership.

Best Case Scenario: Idaho

Cole Danehower has reached out to the 12 wineries selected for the first Best Case Scenario. He is working with those wineries to gather information for the case and the "mini-site" for media. The cases will go out the end January.

Seattle Wine and Food Event – February 22nd, 2015

The Commission will be going back to the Seattle Wine & Food Event since we were able to partner with SWITA and the Department of Tourism. 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 has gone out in the Industry Happenings. Wineries that would like to participate must be licensed in the state of Washington. Ste. Chapelle and Sawtooth Winery are the two wineries signed up thus far.

Tour Brochure and Website

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

Rizen Creative is working on the first round of edits on the website. Once the Commission approved the website, Rizen will send it to the State and it will take about week to go live.

Red Sky Strategic Plan Enhancements

Dolsby is currently reviewing.

Urban Winery Signage

Bennett has been working with Garden City Urban Renewal on placing winery signage in Garden City. Signs have been designed and Garden City is paying for everything. Signs should be up by Summer 2015.

Education/Research

Annual Meeting – February 17th – 19th, 2015

Held at the Boise Hotel and Convention Center. The agenda is set and registration will go out shortly.

Education Committee Meeting – November 20th, 2014

Following the Commission meeting today.

Requests for research proposals will to go out in January.

Economic Impact Study

The Commission has received the final draft. A press release is being prepared and will go out the beginning of December

Executive Director Report

Membership/HR

- Annual meeting planning
- Economic Impact Study Press Release
- Working on Red Sky Strategic Plan Enhancements
- Starting Wine Quality logistics for 2015
- Harvest Press release
- Thanksgiving Press Release
- Economic Impact Press Release

Marketing

- Rizen Video
- Working on Media Boxes
- Website updates
- Gathering TB info
- Sippin in the City prep
- Savor Idaho Planning
- Brainstorming Launch of Ted Video
- Starting to Plan Culinary tour 2015

Meetings

- 11/6 Boise CVB
- 11/6 Sippin
- 11/10 Boise CVB Interviews
- 11/11 Boise CVB Board Meeting
- 11/19 Leadership Boise
- 11/19 Rizen

Adjourn

Jeffers moved to adjourn the meeting at 10:43 am. Alger seconded. Motion carries.