



## Idaho Grape Growers & Wine Producers Commission

---

### Idaho Grape Growers & Wine Producers Commission Board of Directors Meeting August 20<sup>th</sup>, 2015 9:00am Ste. Chapelle Winery

#### Present

**Board:** Gregg Alger, Huston Vineyards; Melissa Sanborn, Colter's Creek Winery (Video Call); Maurine Johnson, Ste. Chapelle Winery; Mike Williamson, Williamson Orchard and Vineyard

**Commission:** Moya Dolsby, Shelley Bennett, Brenna Christison and Sara Dirks (Video Call)

**Other:** Roger Batt, Legislative Educator; Jim Thomssen, D.L. Evans Bank; Bill Duval

**Absent:** Steve Meyer, Pend d'Oreille Winery

#### Call To Order

Bennett called the meeting to order at 9:09 am.

#### IWC Audit – Jared Zwygart

Zwycart presented the Audit. The Commission is in compliance with the state and general accounting principles. There were no control or compliance issues found. Williamson moved to approve the audit as presented. Alger seconded. Motion carries.

#### Approval of Minutes

Bennett presented the July minutes. With no need for discussion, Johnson moved to approve the minutes. Williamson seconded. Motion carries.

#### Financial Report

##### **Approve Expenses**

Christison presented the July financials. With no need for discussion, Johnson moved to approve the financial reports as presented. Sanborn seconded. Motion carries.

#### **Possible Bank Switch**

Thomssen presented the D.L. Evans banking proposal. D.L. Evans has been in Idaho since 1904 dealing with Agriculture. Thomssen can offer the Commission an interest-bearing checking account, which the Commission doesn't currently have. Thomssen was also able to bump up the Money Market rate a quarter of a point. Alger asked if the savings should be in a CD, Thomssen urged to keep the Money Market account. Williamson moved to switch from Zions Bank to D.L. Evans Bank. Johnson seconded. Motion carries. Christison will work with Thomssen to implement the bank change.

#### Legislative Report

##### **Kids in Tasting Rooms**

Batt reported the interpretation with minors being in the tasting room has been cleared up with the Idaho State Police. Wineries are allowed to have minors in tasting rooms and may serve beer as long as minors are not seated at the same table that beer/wine is being served. Captain Wheatley has asked Batt be informed of any problems wineries have had with this issue or have been given false information.

#### **Growler Rulemaking**

Captain Wheatley has informed Batt the bill is ready to be passed. Batt has requested the Commission have a chance to review the bill prior to submitting. A meeting will take place in September prior to the bill being passed.

### **Wine in Theatres**

Batt will draft legislation allowing all theatres in Idaho to serve wine. As the legislation reads now only theatres that have live plays or are grandfathered in can serve wine.

### **Permitting issues**

Dirks is working to streamline permitting for wineries and is setting up a meeting with Captain Wheatley to make permitting easier to read and follow.

### **Subcommittee Reports**

#### **Events**

#### **Sippin' in the City – November 5<sup>th</sup>, 2015**

5 wineries are signed up with 10 spots still available. Tickets will go on sale September 1<sup>st</sup>.

#### **Industry Potluck – September 22<sup>nd</sup>, 2015**

Held at Ste. Chapelle Winery at 4:30pm following the Idaho Wine Competition. Bennett will send out a stand-alone email to all members with the details.

### **Marketing**

#### **Website Metrics**

Christison presented the website metrics for July. 6,115 page views. Top five cities were Boise, Salt Lake City, Seattle, Los Angeles and New York. Top five states were Idaho, California, Washington, Utah and Texas. Top five wineries were Potter Wines, Cinder, 3 Horse Ranch Vineyards, Ste. Chapelle Winery and Annadelle Winery.

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

Christison presented the social media numbers for July. Facebook has 3,181 likes with a reach of 35,450 people and 3,519 engagements (link clicks, likes and shares). Twitter has 4,797 followers with a reach of 8,779 people and 154 engagements (link clicks, re-tweets and favorites). Instagram has 710 followers and an engagement of 522. Pinterest has 142 followers, 2,886 average viewers and 61 average engagements.

#### **PR Request for Proposal**

Dirks and Christison are working with the State to send out the RFQ. RFQ is open.

#### **Thanksgiving Co-op Ads**

Eight wineries have signed up to participate in the co-op advertising. The Commission is looking at Idaho Statesman, Idaho Business Review, Boise Weekly and the Inlander if any Northern Idaho wineries sign up to participate to fully represent the state and areas for events advertised.

### **Education/Research**

#### **Wine Quality Initiative – August 24<sup>th</sup>-26<sup>th</sup>, 2015**

This program has been challenging for the Commission to get people signed up. 19 wineries are registered.

Williamson is concerned about the date and would possibly like it to move back to spring time if this program is conducted again. A reception with Bob Betz will be held on August 25<sup>th</sup> from 4:30pm-6:30pm at Cinder Wines. Everyone is invited.

#### **Industry Boot Camp – September 15<sup>th</sup>, 2015**

The Commission changed the name from Restaurant to Industry Boot Camp to include a wider audience. There are 35 spots available for the tour with 28 people currently registered.

#### **Wine Competition – September 22<sup>nd</sup>, 2015**

Next Commission Meeting: October 15<sup>th</sup>, 2015 Idaho Wine Commission office

Three wineries have registered wines. Eric Degerman anticipates the majority of wineries will sign up after Labor Day.

### **Annual Meeting – February 24<sup>th</sup>-25<sup>th</sup>, 2016 at the Riverside Hotel**

The Commission has reached out to Destination Caldwell to speak at the meeting and give an update. Michelle Moyer is confirmed for cold hardiness. Bob Betz is looking at his schedule. The Commission is looking for someone to do the Wine Chemistry portion. Alger suggested Kat House and Sanborn would like to see multiple people. Kari Van Beek and Dave Minnick are signed up for a vineyard panel. Patti Skinkis is tentatively confirmed to sit on the vineyard panel as well. Greg Jones is confirmed to give his climatology report. Alan Busacca and Dave Wilkins are confirmed to give their Sunnyslope soil presentation. Pat McClaskey, David Boyle, and Dodds Hayden are confirmed for the Restaurant and Distributer panel. Wilber Ellis is helping with pesticide credit wording.

Alger would like to get the agenda schedule out to neighboring states. We will share the agenda shortly.

### **Executive Director Report**

#### **Membership/HR**

- Annual Meeting Planning
- Wine Quality logistics for 2015
- PR planning RFQ
- Gathering TB info
- Prepping for Idaho Wine Competition
- Audit
- Policy Review
- Strategic Plan review

#### **Marketing**

- Planning new video
- Riesling Rendezvous Planning
- Sippin' in the City planning
- Plan Culinary tour 2015 Planning
- Industry (restaurant boot camp)
- Brainstorming AVA Launch
- Conference planning

#### **Meetings**

7/17 Arid Club Presentation  
7/20 Mike Jung Idaho Statesmen  
7/21 SWITA Board Meeting  
7/21 U of I Conference Call  
7/21 BCVB Board Meeting  
7/22 Larry Newton BSU Radio  
7/22 Theresa Sysco  
7/22 Rachel Idaho Youth Ranch  
7/23 Jess Flynn – Red Sky  
7/23 U of I Gala  
7/27 Carrie Westergard  
7/27 Idaho Preferred Chef Tour  
7/28 U of I conference call  
7/28 Wine America conference call  
7/28 Leadership Boise Alumni  
7/29-30 Lewiston  
7/30 CEDA Meeting  
7/30 Lindsay Creek  
8/3 U of I Conference call  
8/13 John Berryhill  
8/17 Karianne United Dairymen

Next Commission Meeting: October 15<sup>th</sup>, 2015 Idaho Wine Commission office

8/18 SWITA Board Meeting  
8/18 Lewis Clark AVA meeting  
8/19 Leadership Boise

**Other**

The Commission will be changing Going Beyond Gold restrictions, allowing any Idaho Wine Competition gold medal winning wine to be entered into one of four competitions. Bulk shipments to Wine Enthusiast and Wine Spectator will also continue.

Reminder there will not be a September Board Meeting.

**Adjourn**

*Williamson moved to adjourn the meeting at 11:12am. Alger seconded. Motion carries.*