



Idaho Grape Growers & Wine Producers Commission

Idaho Grape Growers & Wine Producers Commission Board of Directors Meeting January 14th, 2015 1:00pm

Present

Board: Gregg Alger, Huston Vineyards; Melissa Sanborn, Colter's Creek Winery; Maurine Johnson, Ste. Chapelle Winery; Mike Williamson, Williamson Orchard and Vineyard; Steve Meyer, Pend d'Oreille Winery

Commission: Moya Dolsby, Shelley Bennett, Sara Dirks and Brenna Christison

Other: Roger Batt, Legislative Educator

Call To Order

Dolsby called the meeting to order at 2:54 pm.

Approval of Minutes

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

Financial Report

Approve Expenses

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

Legislative Report

Batt presented draft legislation for four pieces he is working on this legislative session. The first is updating code section 54-3610 to streamline the assessment structure by making per ton prices \$8 for in-state and out-of-state grapes purchased and sold, and to raise juice prices to \$0.06 per gallon.

The second legislative draft authorizes the same language in 23-944 Idaho code to be placed into 23-1334 of Idaho's County option Kitchen and Table Wine Act to provide additional clarity that minors are allowed in a winery's tasting room.

The third draft legislation is to amend 23-1338 Idaho code allowing Idaho wineries to host an event with additional wineries on their bonded premise without the need of an additional permit or need for outside non-profit or host.

The fourth draft legislation is to amend 23-1328 Idaho code to allow the private labeling of wines produced in Idaho by a licensed Idaho winery as authorized for retailers. Batt reached out to TTB to verify that this is federally legal.

Northwest Center for Small Fruits Conference – March 8-10, 2016

Northwest Center for Small Fruits Research is an organization made up of members from Oregon, Washington and Idaho. They work on the behalf of small fruits, including berries and grapes. Williamson will be attending in Washington DC to represent the Idaho wine industry.

Subcommittee Reports

Events

Savor Idaho – June 12th, 2016

10 wineries, 5 exhibitors, 6 food vendors and 12 sponsors are currently registered.

Next Commission Meeting: March 14th, 2016 – 9am – IWC

Idaho Wine Month

Bennett has started planning for Idaho Wine month.

Taste Idaho - April

Bennett has a meeting schedule with Hayden in February to talk about Taste Idaho and their participation in Idaho Wine Month. She would welcome the opportunity to meet with other distributors. In the past she has had a difficult time getting a response.

Marketing

Website Metrics

Christison presented the website metrics for December at 2,771 page views. Top five cities were Boise, Seattle, Meridian, Nampa and Salt Lake City. The top five states were Idaho, California, Washington, Utah and Oregon. The top five visited winery pages were Potter Wines, 3 Horse Ranch Vineyards, Cold Springs Winery, Holesinsky Winery and Split Rail Winery.

Social Media Monthly Numbers

Christison presented the social media numbers for December. Facebook has 3,371 likes with a reach of 39,060 people and 3,210 engagements (link clicks, likes and shares). Twitter has 5,148 followers with a reach of 18,346 people and 269 engagements (link clicks, re-tweets and favorites). Instagram has 1,155 followers and an engagement of 1,095. Pinterest has 186 followers, 1,503 average monthly viewers and 22 average monthly engagements.

In 2015, Facebook had an increase in followers of 11%, Twitter had an increase in followers of 23%, Instagram had an increase in followers of 248% and Pinterest had an increase in followers of 138%.

Education/Research

Annual Meeting – February 24th-25th, 2016 at the Riverside Hotel

44 people have registered and all speakers are confirmed. Bennett is working on gathering questions from members for the Distributer Panel and the Question and Answer with Captain Russell Wheatley.

Extension – University of Idaho

Dolsby is meeting with Kim O'Neil to discuss the possibilities of an extension person through University of Idaho. The new Dean will meet with the Commission February 17th.

Travel Funds

Meyer moved that in the event of a conflict of interest with members who are asking for travel funds and are on the Education Committee, that the decision moves to the Board. Johnson seconds. Motion carries.

Sanborn moved to approve one travel fund request for Williamson Vineyards to attend WAWGG at \$500. Meyer seconded. Williamson recused himself from vote. Motion carries.

Williamson moved to approve one \$500 travel fund request for members of Telaya to participate in a United Kingdom harvest at a sparkling wine facility. Sanborn seconded. Johnson and Meyer objected. Motion carries with 2 against.

Executive Director Report

Membership/HR

- Annual Meeting Planning
- Legislative Planning/Dealings
- Action Plan review
- Extension person
- Switching Banks

Marketing

- Planning for Summer Media Tours

Next Commission Meeting: March 14th, 2016 – 9am – IWC

- Planning new video
- Riesling Rendezvous Planning
- Sunset Magazine 2016 planning
- Taste Makers
- Industry (restaurant bootcamp)
- Brainstorming AVA Launch
- Wine Fly Free
- Preparing for Lewis Clark AVA
- Savor Idaho Prepping

Meetings

- 12/22 Kim U of Idaho
- 1/6 BYP Lunch

Adjourn

Alger moved to adjourn the meeting at 3:24pm. Meyer seconded. Motion carries.