



Idaho Grape Growers & Wine Producers Commission

Idaho Grape Growers & Wine Producers Commission Board of Directors Meeting June 16th, 2016 9am

Present

Board: Melissa Sanborn, Colter's Creek Winery (video call); Maurine Johnson, Ste. Chapelle Winery; Mike Williamson, Williamson Orchard and Vineyard; Steve Meyer, Pend d'Oreille Winery (Video Call)

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

Other: Marguerite Janes, Feathered Winds Winery

Absent: Roger Batt, Legislative Educator and Gregg Alger, Huston Vineyards

Call To Order

Dolsby called the meeting to order at 8:55am.

Approval of Minutes

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

Negotiated Rulemaking – IDAPA 48 – IDAHO GRAPE GROWERS AND WINE PRODUCERS COMMISSION

Idaho Grape Growers and Wine Producers Commission opened up for public comment and no comments were provided.

Financial Report

Approve Expenses

Christison reported the wine excise tax is up \$13,000 for the year, a 5% increase. Christison presented the May financials. The budget will have roughly a \$40,000 roll over in grant funds and \$30,000 in surplus funds. *With no need for discussion, Williamson moved to approve the financial reports as presented. Meyer seconded. Motion carries.*

Commission Seat

Johnson will not be renewing her second term of her Commission seat. Bennett will put out the call for nominations.

Legislative Report

Batt was unable to attend the meeting. Dolsby reminded the board now is the time to start thinking about what the industry would like to see changed in the Legislature in 2017.

Subcommittee Reports

Events

Taste Idaho – April 19th

Dolsby met with Sysco to talk about the 5 Bucks to 5 Stars Trade Show. Sysco received 500 RSVPs and had 350 people attend. Sysco hand-selected wineries to attend trade show. Percentage wise, Taste Idaho was more successful than Sysco with 47 RSVP's and 45 attendees. The Commission will continue to hold the Taste Idaho event.

TasteMakers – June 2nd-3rd

Five wineries participated this year. Johnson thought the consumer attendance was down this year, but they had great weather. Overall it was a successful event. Johnson would like the Commission to talk to Annie to see why attendance was down.

Next Commission Meeting: July 21st, 2016 – 9am – IWC

Idaho Wine Month

Bennett reported Idaho Wine Month is going strong. There are promotions and events all but three days of the Month. Bennett saw a larger rate of self-participation from industry and members this year, making it less work on the Commission staff. The Commission is very pleased with the rise of participation.

Savor Idaho – June 12th

30 wineries, 2 cideries, 7 exhibitors, 14 food vendors and 16 sponsors participated this year. The event was up \$2,900 in sponsorship money compared to last year and saw a record number of winery participants this year. The event sold out June 1st with total revenue of \$69,000 and profit of \$27,000. Lack of food was a concern again. Johnson thinks having food trucks at the event for people to buy extra food would help, if restaurants are not participating. Williamson thought it was a great event.

There were issues this year with people bringing babies into the event. The Idaho State Police staff attended the event and helped Dirks with the problem. Title 23 of Idaho code applies to the event and does not allow anyone under the age of 21 in Savor Idaho.

North Idaho Media Tour – June 23rd-26th

Seven national journalists are confirmed, Bren Herrera, John Vankat, Lanee Lee, Tara Morgan, Cathy Huyghe, Linda Lee Murphy and W. Blake Gray. The Commission has confirmed winery visits and participation. Leah Clark with Department of Ag has confirming all meals. Amy Rajkovich with Division of Tourism has confirmed adventures/activities. Bennett is working on sending each of the journalists a selection of wines home with them.

Savor Idaho^N – August 18th

Nine wineries, 1 cidery and 4 sponsors are currently registered and the boat is booked. Tickets went on sale June 1st. Dirks has worked out bottle sales with the resort. Savor Idaho North has a page on the Savor Idaho website.

Idaho Wine Competition – September 20th

Confirmed judges are Stephanie Earthmann Baird, Naomi Boutz, Mary Cressler, Mike Dunne, Robert Ehlert, Mike Radar, Ken Robertson and Ryan Robinson. The competition will be held at Ruth's Chris Steakhouse. Registration will go out August 1st and the competition will take place on September 20th at Ruth's Chris. A welcome dinner kicking off the Southern Idaho Media Tour will follow.

Southwest Idaho Media Tour – September 20th-22nd

Confirmed journalists are Cori Soloman, Jessica Altieri, Tina Benitez-Eves, Jacki Wilfred, Ellen Landis, Jennifer Mathewson, Stephanie Earthman Baird, Mike Dunn and Mary Cressler.

Industry Boot Camp – September 27th-28th

The Commission has extended the boot camp to two days due to interest in attending. A save the date is going out in July.

Marketing

Website Metrics

Christison presented the website metrics for May at 7,620 page views. Top five cities were Boise, Salt Lake City, Nampa, Meridian and Seattle. The top five states were Idaho, Utah, California, Washington and Oregon. The top five visited winery pages were Colter's Creek Winery, Ste. Chapelle Winery, Terra Nativa Vineyard, Holesinsky Winery and Snyder Winery.

Social Media Monthly Numbers

Christison presented the social media numbers for May. Facebook has 3,590 likes with a reach of 38,909 people and 1,687 engagements (link clicks, likes and shares). Twitter has 5,534 followers with a reach of 33,897 people and 261 engagements (link clicks, re-tweets and favorites). Instagram has 2,195 followers and an engagement of 2,751. Pinterest has 258 followers, 4,391 average monthly viewers and 49 average monthly engagements.

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Marketing Grant

The grant application received full funding. Some things the funding will be going towards are, NY Media Mission, Best Case Scenario, Industry Video, Website Enhancement and Photography, Additional Advertising.

Education/Research

Annual Meeting – February 14th-16th

Dates are set at the 8th and Main building. Eric Degerman and Andy Perdue are confirmed for a Media Relations seminar, Patty Skinkis is confirmed for Vineyard Design and Establishment seminar, Michelle Moyer is confirmed for a Powdery Mildew seminar and other potential speakers have been contacted.

Weather Stations

Dirks and Bennett met with Jai Jaiprakash to discuss the Commission moving forward with creating its own weather station database platform for members. He is very open in working with us to build our own platform. Jai would create code to take the data collected from the stations and compute it into a usable format that would be available to all members through the IWC website. Dirks will find out what is included in the \$5,000 maintenance fees for the current 10 stations. This can be a tool to sell the industry.

Vineyard Seminar – August 2nd

Collar and Bennett are finalizing details for a pesticide training. Dirks contacted Wilber Ellis who will be speaking on timing of pesticide application. The Department of Ag will be presenting on how to handle pesticides, and conducting an overview on the new regulations taking effect January 2017. The Commission will be opening it up to more than just vineyard folks. Up to 6 pesticide credits will be available. This training will be crucial for winemakers to attend as well, as they'll need to training before entering vineyards.

Education Grant

The education grant application was received in full. Some of the projects funded include, Tasting Room Training, Wine Quality Initiative, Vineyard cooperative Project and Traveling Education Seminars.

Executive Director Report

Membership/HR

- Vineyard seminar
- Legislative Dealings
- Budget
- Ag Weather Net
- GRANTS Reviews
- Performance Evaluations
- Assessments

Marketing

- Planning for Summer Media Tours
- Planning new video launch
- Riesling Rendezvous Planning
- Taste Makers
- Industry (restaurant boot camp)
- Boot Camp 2 days
- Wine Fly Free
- Savor Idaho Prepping
- Idaho Wine month

Meetings

- 5/20 Wine Women and Shoes
- 5/22 Telaya Wine Release Party
- 5/23 Wine America Conference Call
- 5/23 Michelle Blogger
- 5/24 Catherine Sun Valley Wine Auction
- 5/26 Leadership Boise Alumni

Next Commission Meeting: July 21st, 2016 – 9am – IWC

- 5/26 Leadership Boise Interview
- 5/31 Christina Blogger
- 5/31 Shelley Review
- 5/31 Brenna Review
- 5/31 Sysco Theresa
- 6/1 Leadership Boise Interviews
- 6/2 Leadership Boise Interviews
- 6/6 Fahlgren PR
- 6/7 Farm to Label Conference Portland
- 6/8 Boise Chamber Food and Ag Advisory Board
- 6/9 Sara Review
- 6/9 Travis Jones going away reception
- 6/10 Savor Idaho Loading
- 6/11 Savor Idaho Set up
- 6/12 Savor Idaho!!!
- 6/14 Leadership Boise Application Review
- 6/15 Together Treasure Valley Board Meeting

Executive Session-Idaho Code section 67-2345(1)(b) – evaluation of a public officer, employee, or agent.

Pursuant to Idaho Code 67-2345(1)(b) Williamson moved to enter into Executive Session to discuss staff reviews.

Johnson seconded. Motion carries at 9:45am

Roll Call:

Maurine Johnson – Yes

Gregg Alger – No

Mike Williamson – Yes

Melissa Sanborn – Yes

Steve Meyer - Yes

Meyer moved to close Executive Session at 10:00am. Johnson seconded. Motion carries.

Dolsby resumed the Board of Directors meeting at 10:00am.

Williamson moved to approve a \$3,000 bonus be allocated to staff by Director and a \$2,000 bonus for Director. Meyer seconded. Motions carries.

Adjourn

Williamson moved to adjourn the meeting at 10:05am. Johnson seconded. Motion carries.