



Idaho Grape Growers & Wine Producers Commission

Idaho Grape Growers & Wine Producers Commission Board of Directors Meeting July 21st, 2016 9am

Present

Board: Melissa Sanborn, Colter's Creek Winery (video call); Earl Sullivan, Telaya Wine Co.; Mike Williamson, Williamson Orchard and Vineyard; Gregg Alger, Huston Vineyards

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

Other: Roger Batt, Legislative Educator; Jim Thomssen, DL Evans Bank; Ron Bitner, Bitner Vineyards; Joe Blass, Cinder Wines

Absent: Steve Meyer, Pend d'Oreille Winery

Call To Order

Dolsby called the meeting to order at 9:00 am.

New Board Member

Dolsby welcomed Earl Sullivan as the newest Board member and reviewed Board and Chairman responsibilities.

Alger moved to elect Williamson to be the new Board Chairman. Sullivan seconded. Motion carries.

Approval of Minutes

Dolsby presented the June minutes. *With no need for discussion, Williamson moved to approve the minutes. Alger seconded. Sullivan abstained. Motion carries.*

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

Idaho Grape Growers and Wine Producers Commission offered the opportunity to comment and no comments were provided.

Travel Funds Presentation – Ron Bitner

Bitner attended Wine America's spring conference in Washington DC. Bitner is the current regional representative, with 30 wineries and grower organizations approaching their congressmen with a unified message. There is a federal excise tax reform happening and Wine America is also working on the music licensing issue, FDA menu labeling, immigration reform, and GMO labeling. One evening of the conference is wine tasting from around America. Only 6 wineries belong to Wine America. Bitner would like to see half the fee covered by the Commission, as he feels this would put Idaho on the map with this organization. Alger believes as a small winery, Idaho needs this organization. The Commission currently pays the association dues and is an association member of Wine America.

Bitner would also like to see more Idaho vineyards certified as LIVE. On August 4th, Live will be at Bitner's place if anyone has any questions. LIVE certification is not organic, allowing soft chemical use. Sullivan asked if there were starter memberships available.

Financial Report

Approve Expenses

The fiscal year ended with the Commission bringing in \$25,500 more than budgeted. Sponsorships and excise tax both contributed to this. There are \$34,600 grant dollars rolling over into next fiscal year. Dolsby met with members of the beer industry who are starting to organize. The Commission receives 2% of the wine excise tax. JFAC cannot give money to the beer association unless they become a state agency.

Next Commission Meeting: August 11th, 2016 – 9am IWC

Christison reported the wine excise tax is up 5% for the 2015/2016 fiscal year. Christison presented the June financials. The yearly Commission audit will be on July 25, 2016. With no need for discussion, Sanborn moved to approve the financial reports as presented. Williamson seconded. Sullivan abstained. Motion carries.

Legislative Report

Rules

The Rules the Commission is proposing through the Administrative Bulletin will be in front of the Idaho Legislature during the 2017 Session for consideration. Two Negotiated Rulemaking meetings were held with interested stakeholders. Nobody testified during these meetings. The Rules will be presented before the House and Senate Agricultural Affairs Committees and when adopted will go into effect upon adjournment (Sine Die) of the 2017 Session.

Water Rights

Court hearings on the Boise River Basin 63 water rights cases were heard last Monday, July 11th by the Snake River Basin Adjudication Court's presiding judge, Judge Wildman, in Twin Falls. Decisions on both cases should be made by the first half of September. The two cases include the irrigators appeal of the IDWR Director's contested case decision where he decided against the irrigators – claiming that water released for flood control purposes should count against their storage water rights and that no water right exists to fill the reservoirs following flood control releases to reach maximum fill. The second case is the State of Idaho (Attorney General's Office) and Suez Company (formerly United Water) appeal of the SRBA Special Master's favorable decision towards Idaho irrigators last October and again this February based on the same issues.

Field burning rules

There has been work done on a revision to Idaho's Crop Residue Burning (Field Burning) Rules. Last fall the EPA tightened the restrictions on Ozone (a gas that is considered a pollutant to lung tissue). If Idaho adopted this new standard it would result in 50% less burn days for Idaho agriculture producers. Negotiations are underway to insure that Idaho producers have more burn days over a longer period of time. A final Negotiated Rulemaking meeting will be held on July 27th.

Herbicide Drift

A few cases of herbicide drift have taken place this summer where grape producers have been impacted. These cases have been reported to the Idaho State Department of Agriculture to conduct a full investigation and to assist the grape producer.

Local Option Issue

The city of Boise sent a letter out to area wineries notifying them of a city ordinance that was passed that requires these wineries to obtain an alcohol beverage license with the city prior to pouring and selling wines. Although some disagree with this and similar regulations, Idaho Statute authorizes a city or county the option of establishing such ordinances and also allows these entities the option of not authorizing the sale of wine at all. Sullivan has had this issue with off premise events. Batt will be contacting ABC to work through this.

Canyon County Fair

The Canyon County Fair's Ag Country will take place on July 28-31 in Caldwell. 14 exhibitors will display in the tent. Adult and kid quizzes will be offered for folks to learn about the diversity of Agriculture in Canyon County. The Idaho Grape & Wine Commission will have Batt set up brochures and display.

Private Labeling

Sullivan would like Batt to look into the labeling issue. Sullivan doesn't want it done if it will hinder more pertinent legislation.

Wine America – Music Licensing

Currently there are 4 different entities you have to pay to play music in wineries. There are songs written by multiple people throughout all different entities, which means you have to pay each one. Wine America is going to the Next Commission Meeting: August 11th, 2016 – 9am IWC

Legislature to figure out this issue. Labrador is on this committee. Dolsby will contact Tara with Wine America to set up a member conference call.

2017 Legislative Session

Ideas for the upcoming 2017 Idaho Legislative Session are welcome by the Board and membership. So far the following items have been presented as items to research and work on:

- Music Licensing Laws
- Catering Permits for off-premise events
- Labeling Law Interpretations

Subcommittee Reports

Events

Riesling Rendezvous

Idaho wines were well represented at a lunch and grand tasting. Dolsby and Williamson attended on behalf of the Commission. Journalists Stuart Picket and Ben Weinberg want to come to Idaho. Williamson thought it was well worth the sponsorship. Wine regions from across the country and world were represented. Williamson thought it was a world class event.

Idaho Wine Month - Recap

This year was awesome because people are getting in the habit of it. There were 111 events, 31 wineries, 17 retail shops, 16 restaurants, 10 monthly features, 6 journalist visits, 1 national media tour.

Savor Idaho

Alger felt that the event lost energy due to the new layout. Sullivan loved the event, and made great trade contacts and new consumers. Bitner said Amy loved it. Bennett heard nothing but good things about the layout from consumers.

North Idaho Media Tour – Recap

Six national journalists attended, Bren Herrera, John Vankat, Lane Lee, Tara Morgan, Cathy Huyghe and W. Blake Gray. So far there have been two Forbes articles and one in the Gray Report written. Dolsby said it is hard to put a monetary value on trips like this but the Forbes articles have already made the trip well worth it. Between Facebook, Twitter and Instagram there were 53 posts about the tour with a total reach of 21,023 and engagement of 1,822.

Savor Idaho^N – August 18th

Ten wineries, 1 cidery and 5 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.

Sippin' in the City – November 4th

Registration will go out August 1st and tickets will go on sale September 1st. Sullivan asked if the Co-Op would like to sell wine by the bottle like they do at Savor. Dirks will look into this.

Idaho Wine Competition – September 20th

Confirmed judges are Stephanie Earthmann Baird, Naomi Boutz, Mary Cressler, Mike Dunne, Robert Ehlert, Lane Hoss, Kat House, Ilene Dudenake 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. The Industry reception will be following the competition at the commission from 5-7pm.

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. Bennett will be giving the wineries a packet with the background.

Industry Boot Camp –September 27th-28th

Next Commission Meeting: August 11th, 2016 – 9am IWC

The Commission has extended the boot camp to two days. A save the date is going out on August 1st. If there is anyone you want to attend send them to Shelley.

Marketing

Best Case Scenario

The Best Case Scenario #1 had huge success with 16 articles generated. Watershed PR is editing the letter that will go out to all the wineries August 1st. Wineries interested in participating will send samples to Watershed in Portland for a tasting by professionals. Twelve wines will be chosen to participate. Participation requires 3 cases of wine shipped to Portland, information given to Watershed for microsite and a \$500 buy in. The cases will go out to journalists at the beginning of 2017.

Website Metrics

Christison presented the website metrics for June at 7,221 page views. Top five cities were Boise, Salt Lake City, Los Angeles, Meridian and Nampa. The top five states were Idaho, California, Utah, Washington and Oregon. The top five visited winery pages were Ste. Chapelle Winery, Colter's Creek Winery, Snyder Winery, Cold Springs Winery and Potter Wines.

Social Media Monthly Numbers

Christison presented the social media numbers for June. Facebook has 3,683 likes with a reach of 69,579 people and 4,760 engagements (link clicks, likes and shares). Twitter has 5,581 followers with a reach of 35,358 people and 351 engagements (link clicks, re-tweets and favorites). Instagram has 2,465 followers and an engagement of 4,964. Pinterest has 266 followers, 3,505 average monthly viewers and 45 average monthly engagements.

AVA Maps

Four new AVA maps will be created. Bennett sent out an email asking for all information about vineyards including parcel ID's. Bennett wants to have all information to the map company by the beginning of August. They should be done by the end of September.

Education/Research

Vineyard Seminar – August 2nd

22 people have signed up, 30 are needed to hold the seminar. Registration is \$15 to cover the lunch. WPS standard regulations are changing this year, making new training mandatory. Wilber Ellis, Department of Ag and Krista Shellie will be speaking. Sullivan is out of town and would like to see another seminar at the Annual Meeting. Sullivan asked if it is the same certification for Idaho and Washington. Sanborn asked where the liability is and Allison will verify.

Annual Meeting – February 14th-16th

The Annual Meeting will be three days for 2017. The education committee is reviewing the agenda at the education meeting. 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.

Weather Station Update

Dirks talked to David Wilkins and Jai Jaiprakash to figure this out. This particular equipment was picked by Wilkins. The stations in the field are owned by BSU. BSU is collecting the data but the data is not being tabulated into useful information. There is an option for other vineyards to purchase the equipment and that data could be used on the platform being built by the IWC. This project will also give the state credit with people outside of the state and can be used as a marketing tool to bring people to Idaho. This may be a grant project to put in new stations.

Grant

There are grant funds for members to attend UC Davis seminars. Hotel, airfare and cost of seminar will be covered. Paying members are eligible to apply. Once the application is finalized with the Education Committee it will go out to members.

Executive Director Report

Membership/HR

Next Commission Meeting: August 11th, 2016 – 9am IWC

- Vineyard seminar
- Legislative Dealings
- Grant planning
- Weather Station
- Annual meeting planning
- Assessments

Marketing

- Mapping Project
- Northern Idaho tour
- Summer Media Tours
- Planning new video launch
- Riesling Rendezvous Planning
- Industry (restaurant boot camp)
- Wine Fly Free
- Sippin
- Best Case Scenario
- Idaho Wine Comp planning

Meetings

- 6/16 Idaho Food Bank
- 6/16 Wine America Call
- 6/21 CWI Messaging
- 6/22 U of I
- 6/22 Brad Giff Rep. Labrador
- 6/22 Eric Degerman
- 6/23-26 Northern Idaho Media Tour
- 6/27 Earl Sullivan
- 6/27 Melissa Leadership Boise
- 7/6 Mapping Project
- 7/6 Linda Rizen
- 7/8 Boise Center Tour
- 7/8 Idaho Food Bank Lunch Jules
- 7/11 Pith Works - Brandon
- 7/11 BCVB Planners Tour
- 7/12 PR Meeting
- 7/13 CWI New Campus
- 7/13 City Club - Zoo
- 7/13 Sunset Magazine
- 7/14 Tougher Treasure Valley
- 7/15 Lacey USDA
- 7/17-19 Riesling Rendezvous
- 7/20 Together Treasure Valley Board Meeting
- 7/20 Watershed PR

Other Business

1. No September meeting for harvest
2. Date change for October meeting - October 13th in Wine Country.

Adjourn

Sullivan moved to adjourn the meeting at 10:54am. Williamson seconded. Motion carries.