



Idaho Grape Growers & Wine Producers Commission

Idaho Grape Growers & Wine Producers Commission Board of Directors Meeting October 13th, 2016 9am Williamson Vineyards

Present

Board: Melissa Sanborn, Colter's Creek Winery (conference call); Mike Williamson, Williamson Orchard and Vineyard; Gregg Alger, Huston Vineyards; Steve Meyer, Pend d'Oreille Winery (conference call)

Commission: Moya Dolsby; Shelley Bennett, Sara Dirks (conference call) and Brenna Christison

Other: Vicky Scharlau, WAWGG; Roger Batt, Legislative Educator

Absent: Earl Sullivan, Telaya Wine Co.

Call To Order

Dolsby called the meeting to order at 9:01am.

Approval of Minutes

Dolsby presented the August minutes. *With no need for discussion, Williamson moved to approve the minutes. Sanborn seconded. Motion carries.*

Amendment of Agenda

Added to the agenda were Docket No. 48-0101-1601 Adopt Pending Rule and Harmonizing Quarantines and Nursery Certifications in the Northwest. Williamson moved to approve the amended agenda. Sanborn seconded. Motion carries.

Docket No. 48-0101-1601 – Adopt Pending Rule

Alger moved to adopt Docket No. 48-0101-1601 into the Rules of the Idaho Grape Growers and Wine Producers Commission. Williamson seconded. Motion Carries.

Audit

Jared Zwygart presented the 2015/2016 Audit. Zwygart explained that a large portion of the Commission's budget is administration and is normal in government agencies. The staff is the billboard for the Idaho wine industry. Zwygart mentioned some state agencies split salaries into specific projects. The Commission can look at doing this, if applicable. Zwygart is happy with the financial statements. The only concern is the decrease in budget by \$13,000. *Williamson moved to approve the audit as presented. Alger seconded. Motion Carries.*

What is a Member? – Julie Weaver

Dolsby is seeking clarification on what a member means.

Weaver explained the state agency was created to promote the industry as a whole. The "opt out" option is to protect the Commission from lawsuits. The Supreme Court ruled non-optional assessments are not infringing on first amendment rights. The Commission could go back to the legislature and ask them to take out the "opt out" option from statutes. Alger asked if the Commission could designate what the assessment money goes to. Weaver said we would have to pass legislation to do this. The Commission as a government agency cannot deny services.

Financial Report

Approve Expenses

Christison presented the August and September financials. The excise tax income is up \$6,000 compared to last year at this time. Alger moved to approve the August and September financials. Williamson seconded. Motion carries.

Legislative Report

Rules will go in front of the legislature in January. Batt is not worried about passing this.

Catering Permits

Legislation was passed in the last legislative session allowing multiple wineries on a licensed premise with a catering permit. This new legislation has brought up some unforeseen questions and issues that the Commission is working through. Batt will work with the Commission to draft legislation for the next meeting. If members have questions on permitting you can contact Dirks at the Commission. Alger would like to take this back to Agriculture, showing everyone that we are farmers first, coming to cities to sell product from the farmland. Roger will draft a state preemption.

Beer Update

Dolsby wrote a letter of support to the beer industry.

Subcommittee Reports

Events

Savor Idaho^N – Recap

The event sold out and went well. There were 10 wineries and five sponsors, 151 tickets sold with a profit of \$3,000. For next year, the larger boat is booked for August 10th.

Idaho Wine Competition – Recap

The 2016 Idaho Wine Competition, put on by Great Northwest Wine saw 169 wines entered by 31 wineries and 21 gold medals. It was held at Ruth's Chris in Downtown Boise. Next year will be in wine country at Koenig Vineyards. Wine competitions are subjective with different judges every year. The 2016 Gold Medal winners have the opportunity to send wine to more competitions through the Commission.

Southwest Idaho Media Tour – Recap

Eight media attended and two-day tour of Southwestern Idaho wine country. Two articles have been written so far from Elaine Schoch with *Carpe Travel*. Between Facebook, Twitter and Instagram there were 56 posts, a reach of 19,735 and 1,801 engagements. Journalist gave feedback saying this was one of the best media tours they have been on. It cost \$10,000 to put on. Alger was impressed with the set of journalists and has had three journalists follow up from the media tour.

Industry Boot Camp – Recap

The Industry Boot Camp was held on September 27th and 28th with a total of 45 people attending over the two days. There was a mix of trade and media and a news story from Channel 6. The cost was \$2,500. Bennett enjoyed the smaller groups, but requested feedback from the wineries who participated to make sure the Commission is improving every year.

Sippin' in the City – November 4th

Sippin' in the City will be held on November 4th on the 17th Floor of the 8th & Main Building from 5:30-8:30pm. Eight wineries are participating with 6 sponsors, 2 restaurants and music by Douglas Cameron. 57 tickets left. The Commission is having troubles finding a wine store and is currently looking into alternatives.

Marketing

AVA Maps

The Commission is creating three new Idaho maps, Snake River Valley AVA with Eagle Foothills AVA, Lewis-Clark Valley AVA and a state of Idaho showing all AVA's. They are almost complete and ready to print. Bennett is getting quotes and trying to have them ready in time for Thanksgiving.

Next Commission Meeting: November 17th, 2016 – 9am IWC

Best Case Scenario

Watershed PR conducted the tasting review of submitted wines a few weeks ago and will be sending case selections shortly.

Photography – Recap

The Commission brought Kim Fetrow out at the beginning of October for two days of photography. The Commission will receive all photos and each participating winery has the opportunity to utilize their photographs.

Website Metrics

Christison presented the website metrics for September at 5,976 page views. Top five cities were Boise, Salt Lake City, Nampa, Los Angeles and Meridian. The top five states were Idaho, Utah, California, Washington and Oregon. The top five visited winery pages were Snyder Winery, Ste. Chapelle Winery, Colter's Creek Winery, Terra Nativa Vineyards and Cold Springs Winery.

Social Media Monthly Numbers

Christison presented the social media numbers for September. Facebook has 3,962 likes with a reach of 138,298 people and 7,560 engagements (link clicks, likes and shares). Twitter has 5,719 followers with a reach of 35,006 people and 727 engagements (link clicks, re-tweets and favorites). Instagram has 3,298 followers and an engagement of 6,383. Pinterest has 301 followers, 12,957 average monthly viewers and 364 average monthly engagements.

Education/Research

Wine/Grape Consultant

Bennett presented the job description. One resume has been received formally applying for the position. Alger would like to see this position focus on viticulture.

Harmonizing Quarantines and Nursery Certifications in the Northwest – Vicky Scharlau

The past two years the wine industry foundation has been working on harmonizing grape stock nursery certifications, making quarantines in one state the same in surrounding states. They are working with Washington, Oregon and Idaho to figure out where each state stands with quarantines. They need more participation from the Idaho wine industry and are asking for attendance at the quarterly meetings that take place October 19th, January 19th and April 19th. This is a basis for a long-term sustainable future.

Dolsby and Patrick Williamson met with ISDA a few weeks ago and Williamson will be attending the October 19th meeting in The Dalles.

Executive Director Report

Membership/HR

- Vineyard/Grape Educator
- Legislative Dealings
- Weather Station
- Annual meeting planning
- Audit
- Permits

Marketing

- Mapping Project
- Summer Media Tours
- Planning new video launch
- Setting up Photography tour
- Industry (restaurant boot camp)
- Wine Fly Free
- Sippin
- Best Case Scenario

Next Commission Meeting: November 17th, 2016 – 9am IWC

- Idaho Wine Comp planning
- Photography tour

Meetings

- 8/14 Festival at Sandpoint
- 8/18 Savor Idaho North
- 8/22 Wendy Van Diver
- 8/23 Wine America Call
- 8/24 Cathy – Boise Co-Op
- 8/24 Boise Chamber Travel Advisory Board
- 8/25 NW Farm Credit Allison
- 8/26 Mary Giraffe Laugh
- 8/30 Leadership Boise
- 8/31 Rachel – Tates
- 9/1 Fahlgren
- 9/6 Jim Boden Conference Call
- 9/6 Melissa Cleland SWITA
- 9/8 Cheryl Thompson – Permits
- 9/8 Fahlgren
- 9/8 Where to Eat Guide
- 9/13 – Paul Journalist
- 9/14-15 Women’s Leadership Conference
- 9/19 Wine Radio TV Interview
- 9/19 Idaho Wine Comp Prep
- 9/20 Idaho Wine Competition
- 9/20 SWITA Board Meeting
- 9/20 Media Tour Dinner
- 9/21 Women’s and Children’s Alliance
- 9/21 Together Treasure Valley
- 9/21 Leadership Boise Speaking
- 9/22 Media Dinner Juniper
- 9/22 Vistage Leadership Conference
- 9/27 Industry Boot camp
- 9/28 Industry Boot camp
- 9/29 Edible Idaho – Jessica
- 9/29 CWI
- 10/2 Kim Photographer
- 10/3 Tina Caputo Journalist
- 10/4 Kendra LIA
- 10/4 ISDA
- 10/4 Giraffe Laugh Board Orientation
- 10/5 Ron Gambassi
- 10/5 Paul Map Maker
- 10/5 Linda Rizen
- 10/6 BCVB Board Meeting
- 10/11 Blogger –wine country
- 10/11 Fahlgren
- 10/12 Watershed
- 10/12 Boise Chamber Gala

Other Business

Adjourn

Alger moved to adjourn the meeting at 11:08 am. Williamson seconded. Motion carries.

Next Commission Meeting: November 17th, 2016 – 9am IWC