



Idaho Grape Growers & Wine Producers Commission

Idaho Grape Growers & Wine Producers Commission Board of Directors Meeting May 19th, 2016 9am

Present

Board: Gregg Alger, Huston Vineyards; Maurine Johnson, Ste. Chapelle Winery; Mike Williamson, Williamson Orchard and Vineyard; Steve Meyer, Pend d'Oreille Winery (Video Call)

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

Other: Hailey Minder, Telaya Wine Co.; Joe Blass, Cinder Wines; Marguerite Janes, Feathered Winds Wine

Absent: Moya Dolsby; Melissa Sanborn, Colter's Creek Winery

Call To Order

Alger called the meeting to order at 9:04am.

Approval of Minutes

Alger presented the April minutes. With no need for discussion, Meyer moved to approve the minutes. Williamson seconded. Motion carries.

Travel Funds UK Sparkling Experience Presentation – Hailey Minder

Minder received travel funds from the Commission to learn from an established winery in an emerging region. Minder learned new winery techniques of DE Filter and Cold Stabilization in 24 hours, and new vineyard techniques of cane pruning, high grafted vines, replanting and picking based on acid levels not sugar. She also learned how to work together as an entire region. Minder is encouraging cross-promotional education, leadership and notoriety with other emerging wine regions.

Financial Report

Approve Expenses

Christison reported the wine excise tax is up \$12,000 for the year. Christison presented the April financials. With no need for discussion, Johnson moved to approve the financial reports as presented. Alger seconded. Motion carries.

Legislative Report

Batt was unable to attend. The Legislation allowing two or more wineries to host an event on one of the winery's licensed premises with an alcohol beverage catering permit is Law and in effect. The other piece of Legislation to remove duplicate language on the tax on wine will go into Law on July 1. The Commission has submitted the paperwork for Negotiated Rulemaking to amend its Rules and to streamline the Rules for better consistency and clarity.

Negotiated Rulemaking will take place at the June IWC Commission meeting on June 16th.

Subcommittee Reports

Events

Taste Idaho – April 19th - Recap

Taste Idaho was at the 8th and Main building in Downtown Boise on the 17th floor. 10 wineries participated and 41 trade attended. The original purpose of the event was to get Idaho wines in restaurants for Idaho Wine Month in June. Williamson wonders if having an emcee making the point clear that this is for Idaho Wine Month might assist with relations. Bennett has had feedback about this event being successful because it is laid back. Johnson thought

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it was a great event. Williamson enjoyed talking to trade and thought it was beneficial. Mary Alger liked the venue and event however saw repeat trade.

Alger thought the Sysco event was five-star with trade from all around the state.

Meyer would be more apt to participate in the Sysco event than a Taste Idaho event.

Dirks and Earl Sullivan with Telaya spoke with a rep from Hailey about having a similar event in Hailey, ID. Dirks said we would need a guaranteed number of right representatives.

Bennett met the contact for the Restaurant and Lodging Association and will utilize this connection. There is a meeting in Coeur d'Alene that Dirks is looking at attending in June.

TasteMakers – June 2nd-3rd

Five wineries will participate this year. All wine has shipped. Williamson will be representing for the Commission. The Commission was contacted by a restaurant who attended the Dinning Awards in February and would like to attend the Industry Boot Camp in September.

Idaho Wine Month

Christison is taking events for Idaho Wine Month and will keep everything up to date on the Commission website and social media. The Commission website has a new Idaho Wine Month page for event submissions. The Idaho Wine Month toolkit is on the resources page and includes a checklist, social media guide, social media calendar and social media posts and cover photos. The City of Eagle is proclaiming June as Idaho Wine Month on Tuesday May 24th.

Alger asked how our restaurant database growth is going. Bennett is working on making connections and keeping excellent relationships with existing contacts. To build restaurant relationships Bennett asks that members encourage their contacts to connect with the Commission to help broaden the Commission's reach.

There are Idaho Wine Month ads going in Boise Weekly, Salt Lake City Weekly, Idaho Business Review and Wine Press Northwest. Alger would like those ads to have a call to action.

Savor Idaho – June 12th

Less than 100 tickets left. 30 wineries, 2 cideries, 7 exhibitors, 14 food vendors and 16 sponsors are currently registered. Up \$2,900 in sponsorship money compared to last year. Record number of winery participants this year.

North Idaho Media Tour – June 23rd-26th

Eight national journalists are confirmed, Bren Herrera, John Vankat, Lanee Lee, Tara Morgan, Tina Caputo, Cathy Huyghe, Linda Lee Murphy and W. Blake Gray. The Commission has confirmed winery visits and participation. Leah Clark with Department of Ag is confirming all the meals. Amy Rajkoivch with Division of Tourism is confirming 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 will go on sale June 1st. Dirks is working with the resort to have bottle sales similar to Savor Idaho in Boise. 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.

Marketing

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Website Metrics

Christison presented the website metrics for April at 5,332 page views. Top five cities were Boise, Meridian, Nampa, Lewiston and Caldwell. The top five states were Idaho, Washington, California, Utah and Oregon. The top five visited winery pages were Colter's Creek Winery, Lindsay Creek Vineyards, Terra Nativa Vineyard, HAT Ranch Winery and Ste. Chapelle Winery.

Social Media Monthly Numbers

Christison presented the social media numbers for April. Facebook has 3,542 likes with a reach of 32,552 people and 1,359 engagements (link clicks, likes and shares). Twitter has 5,434 followers with a reach of 25,125 people and 196 engagements (link clicks, re-tweets and favorites). Instagram has 1,872 followers and an engagement of 2,347. Pinterest has 254 followers, 3,630 average monthly viewers and 38 average monthly engagements.

Marketing Grant

Dirks submitted the grant on April 28th. Grants are being reviewed now.

Education/Research

Annual Meeting - February 14th-16th

Dates are set at the 8th and Main building. Bennett is starting to reach out to speakers. The dates work with WAWGG and Oregon Wine Symposium. Patty Skinkis wants to come back for a vineyard development seminar. Bennett would like to ask Thomas Hinick-Kling to present on Brett. The Commission will continue with the vintage tasting. As part of Meredith Smith's Vineyard Development Project, she would like to do a tasting with the vineyards involved in the project.

Ag Weather Net Update

Dirks is not having luck with the contacts. Williamson recommended reaching out to U of I contact to see if there is interest.

Vineyard Seminar - August 2nd

Bennett reached out to speakers and they weren't able to come. Patrick Williamson wants to see the pesticide training conducted by the Department of Ag. The training is a morning and afternoon session. The afternoon session would consist of updates on all new rules and regulations taking effect in January 2017. Wilber Ellis could come out and do proper application and timing to add more pesticide credits. The Department of Agriculture requires a minimum of 30-50 people for the pesticide training.

Alger would like to utilize Krista Shellie and Alan Muir with hands on application of irrigation. Williamson would like to add Wilber Ellis for pesticide credits. Minder recommended having Department of Ag seminar in conjunction with the Annual Meeting in order for Northern Idaho folks to attend.

Education Grant

Dirks submitted the grant on April 28th. Grants are being reviewed now.

Executive Director Report

Membership/HR

- Annual Meeting Planning
- Legislative Dealings
- Budget
- Extension person
- Ag Weather Net
- GRANTS
- Performance Evaluations
- Assessments

Marketing

- Planning for Summer Media Tours
- Planning new video launch

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- Riesling Rendezvous Planning
- Taste Makers
- Industry (restaurant boot camp)
- Brainstorming AVA Launch
- Boot camp 2 days
- Wine Fly Free
- Lewis Clark AVA launched
- Savor Idaho Prepping
- Taste Idaho
- Idaho Wine month

Meetings

- 4/14 Bill Murray
- 4/14 Split Rail – Jed
- 4/14 Telaya Member Meeting
- 4/15 Art of Visuals
- 4/15 United Dairy and Potato Commission
- 4/19 Destination Caldwell Update
- 4/19 Taste Idaho
- 4/20 LC Valley AVA Launch!
- 4/24 Leadership Boise
- 4/24-26 Boise Chamber Leadership Conference
- 4/28 Leadership Boise Selection
- 4/29 WINE BUSINESS MONTHLY! Sonoma
- 5/2 Intern Interview
- 5/4 Martha Cunningham
- 5/4 BYP lunch
- 5/5 Leadership Boise Planning
- 5/9 PR Meeting
- 5/12 Gloria Basque Delegation
- 3/18 – Jason- Where to eat guide
- 3/22 – Meredith Vineyard Project
- 3/22 – Larkin
- 3/22 – Wine America
- 3/25 – Treefort Panel
- 3/28 – Cece Gassner – BSU
- 3/29 – Andi Bean Commission
- 3/30 – Danielle – U of I
- 3/31 – Downtown Boise Association
- 4/1 – Cord Artic Solar
- 4/1 – Chamber Legislative Recap
- 4/4 – Shelley Hiring Date 4 years
- 4/5 – Rizen – Video
- 4/5 – Pierre Ly – UPS Professor
- 4/7 – Lynn Downtown Boise Association
- 4/12 – Mayors Round table
- 4/12 – Boise Chamber lunch
- 4/12 – Fahlgren
- 4/13 – Member Meetings

Adjourn

Williamson moved to adjourn the meeting at 10:55am. Johnson seconded. Motion carries.

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