

IDAHO WINE COMMISSION

Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting
May 17, 2018 | 9:00 AM
Idaho Wine Commission Office

Present

Board: Mike Williamson, Williamson Vineyards; Earl Sullivan, Telaya Wine Co.; Melissa Sanborn, Colter's Creek Winery; Greg Koenig, Koenig Vineyards; Crystal Potter, Potter Wines

Commission: Moya Dolsby, Sara Dirks, Brenna Christison, Ashlee Struble

Other: Mark Pasculli, Rolling Hills Vineyard; Jim Thomssen, D. L. Evans Bank; Jake Cragin, Skyline Vineyard; Jeremy Pisca, Risch + Pisca, LLC

Conference Call: Bob Martin, Research Leader with USDA-ARS

Call To Order

Dolsby called the meeting to order at 9:02 AM.

Koenig motioned to amend the agenda as presented. Williamson Seconded. With no need for discussion, motion carries.

Bob Martin, Research Leader at USDA-ARS Horticulture Crops Research Unit in Corvallis, presented to the board about how to maximize the impact of the ARS fruit chemistry position. The program is trying to position themselves to not be effected by future budget cuts. Martin would like collective feedback from the wine industry on thoughts of moving Jungmin Lee to Corvallis, OR. Most of the research Jungmin Lee does would be more productive to the field there. Williamson, proposed the question about researchers moving and leaving Idaho and the integrity of Idaho-specific issues. Martin assured they would keep the needs of Idaho while maximizing the needs of the program.

Approval of Minutes

Moya presented the March 2018 Minutes. With no need for discussion, Williamson moved to approve the minutes. Koenig seconded. Motion carries.

Potter motioned to approve grant writer Lauren Cox, Dolsby's Sister, at the rate of \$1,000 for the Idaho Wine Commission. Williamson Seconded. With no need for discussion, motion carries.

Financial Report

Approve Expenses

Christison reported that the wine excise tax is up \$8,800 for the year. Christison presented the March/April financials. With no need for discussion, Sanborn moved to approve the financial reports as presented. Sullivan seconded. Motion carries.

Legislative Report

Dolsby presented the report Batt provided prior to the meeting mentioning that upon our request, he has reached out to Representative Caroline Troy requesting the Attorney General's Office for their opinion on HB 545. IWC is currently waiting for their response. The upcoming July board meeting will be a Legislative focus and at this time the board will discuss IWC's plan for 2019. Pisca mentioned that he doesn't want to open "Pandora's Box" with the private labeling in the industry, he feels it will trickle down to damage to the wine industry.

Next Commission Meeting: July 19, 2018– 9 AM – Location - TBD

Executive Director Report

Membership/HR

- Private Label
- Annual meeting recap and planning for 2019
- Grant writing
- Staff reviews
- Budget
- Tony meeting Prep

Marketing

- 3/22 Garden Board Meeting
- 3/27 Fahlgren –grower plan
- 3/29 Chase Erkins – Leasing agent
- 3/29 Intern Interview
- 4/3 Vistage Speaker – Eve w/ Team
- 4/3 Vistage 1-2-1
- 4/4 Fahlgren – monthly
- 4/6-8 Coeur d’Alene Food & Wine Festival
- 4/9 Boise CVB
- 4/9 Viscaya
- 4/9 Indian Creek
- 4/9 Scoria
- 4/9 Zhoo Zhoo
- 4/9 Fujishin
- 4/10 Swita Mel
- 4/10 DBA State of Downtown
- 4/10 Kelli – Grain Producers
- 4/11 Fahlgren Grower Plan
- 4/11 Lynn Hightower
- 4/12 Christina Lenkowski
- 4/12 Meriwether
- 4/12 Par Terre
- 4/13 Meg – Finer Frames

- 4/13 Vistage
- 4/16 DBA Board Opps
- 4/17 Sysco Food Show
- 4/17 17 BCBV
- N & S media tour prep
- Grower Incentive Plan
- Industry Bootcamp Prep
- Website
- Tour brochure planning
- Media Tours North and South Planning
- Fielding Media Inquiries
- 4/18 Vistage
- 4/19 Destination Boise
- 4/20 Vistage lunch
- 4/22-24 Boise Chamber Leadership Conference
- 4/26 Garden Board Meeting
- 4/30 Leadership Boise
- 5/1 Fahlgren Monthly
- 5/1 Vistage 1-2-1
- 5/2 Vistage Lunch
- 5/2 Garden Event Meeting
- 5/6 NW Wine TV
- 5/7 Accountant Interview
- 5/8 Cameron – Boise Analytics
- 5/9 Brandon Hull
- 5/9 Boise Chamber Awards
- 5/10 Kirk Adams
- 5/14 Garden Marketing Committee
- 5/14 Boise Chamber Grand Opening
- 5/15 DBA Board meeting
- 5/16 Vistage

Brand Loyalty Report

Savor Idaho – Sold out on April 19th – 34 wineries, 2 cideries, 1 brewery, 8 exhibitors, 14 food vendors and 22 sponsors

Savor Idaho North – Tickets will go on sale on June 1st – 6 wineries, 2 sponsors, Less Food by CDA Resort

Idaho Wine Month – All month of June – send events to Struble.

Education Report

Wine Consultant – Grant funds - using for 2019 annual meeting speakers

Wine Field Trip – Grant funds – 2019

Vineyard Consultant – Next visit will be May 20th – 24th – round tables scheduled in both Southern & Northern Idaho

Annual Meeting 2019 – Speakers are being scheduled - agenda drafted

Next Commission Meeting: July 19, 2018– 9 AM – Location - TBD

Discussion

Savor Idaho East – the board decided on the direction of the potential event. IWC will continue to search out locations and meet with distributors in that area for the best time of year and venue.

74-206. EXECUTIVE SESSIONS — (1) An executive session at which members of the public are excluded may be held, but only for the purposes and only in the manner set forth in this section. The motion to go into executive session shall identify the specific subsections of this section that authorize the executive session. There shall be a roll call vote on the motion and the vote shall be recorded in the minutes. An executive session shall be authorized by a two-thirds (2/3) vote of the governing body. An executive session may be held:

(b) To consider the evaluation, dismissal or disciplining of, or to hear complaints or charges brought against, a public officer, employee, staff member or individual agent, or public school student;

Sanborn moved to enter into Executive Session to discuss the proposed budget and staff evaluations for the 2018/2019 fiscal year. Sullivan seconded. Motion carries at 10:48 AM.

Roll Call:

Crystal Potter – Yes

Mike Williamson – Yes

Melissa Sanborn – Yes

Greg Koenig – Yes

Earl Sullivan – Yes

Koenig moved to close Executive Session at 11:05 AM. Sullivan seconded. Motion carries.

Dolsby resumed the Board of Directors meeting at 11:12 AM.

Sullivan moved to approve the proposed budget as it stands with the following exceptions, Dolsby to receive a 3% raise, Dirks to receive a 5% raise, Struble to receive a 9 % raise, and Christison to receive a 15% raise effective July 1, 2018. Sanborn seconded. Motion carries.

Christison presented the proposed budget for 2018-2019 fiscal year with approved changes. With no need for discussion Sanborn moved to approve the 2018-2019 budget. Williamson seconded. Motion carries.

Adjourn

Sanborn moved to adjourn the meeting at 12:15 PM. Potter seconded. Motion carries.

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