

# IDAHO WINE COMMISSION

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Idaho Grape Growers & Wine Producers Commission  
Board of Directors Meeting  
October 18, 2018 | 9:00 AM  
Idaho Wine Commission Office | 821 W. State Street | Boise, ID 83702

## Present

**Board:** Mike Williamson, Williamson Vineyards; Jake Cragin, Skyline Vineyard; Crystal Potter, Potter Wines, Earl Sullivan, Telaya Wine Co.

**Absent and Excused:** Greg Koenig, Koenig Vineyards

**Commission:** Moya Dolsby, Brenna Christison and Ashlee Struble

**Commission Via Google Hangouts:** Sara Dirks

**Other:** Roger Batt, Legislative Educator; Sheila Francis, Idaho Brewers United; Jared Zwycart, CPA; Jeremy Pisca, Risch + Pisca, LLC

## Call To Order

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

## Introductions

Dolsby welcomed everyone to the October Board Meeting and everyone made introductions.

## Approval of Minutes

Dolsby presented the July 2018 Board Meeting Minutes. With no need for discussion, Sullivan moved to approve the minutes as presented. Seconded. Motion carries.

## Presentation

Zwycart, CPA gave his presentation about the 2018 Audit that was conducted in July. He presented on the following:

- Total assets are about \$60,000.00
- Wine Excise Tax and Assessments were down from what we anticipated
- Grants and Events are up
- Overall, we were able to set aside \$9,000.00
- No non-compliance issues

Sullivan raised a question to get clarification on a line item. Jared Zwycart will get the updates on the report and send back to us before we submit the 2018 Audit.

Williamson moved to approve the 2018 Audit with the modified edits. Seconded. Motion carries.

*Pisca joined the meeting at this time.*

## Financial Report

Christison presented the July - September 2018 financials. With no need for discussion, Williamson moved to approve the July - September financials as presented. Seconded. Motion carries.

Potter motioned to approve the modified Budget as presented. Seconded. Motion carries.

Next Commission Meeting: December 13<sup>th</sup>, 2018 – 9 AM – Idaho Wine Commission Office – 821 West State Street, Boise

## **Vineyard Consultant**

The question was raised about liability insurance for Tony Domingos, our Vineyard Consultant. It was clarified he needs to pay for his own liability insurance. It was discussed we need to develop a plan for Domingos and create our expectations for him going forward. There was back and fourth discussion about the following:

- Tony is now an actual line item in our budget, can we afford this next year?
- Definite resource to our industry
- For Skyline – Cragin mentioned that they don't use his services
- Suggestion of us needing to bring in a chemical representative instead to talk about chemical use, Domigos should not be giving recommendations

Commission is now looking toward an alternative educational possibility for a new perspective for the industry.

## **Legislative Report**

Legislative Educator, Roger Batt, reported that a meeting has been set with the Chairs and Vice Chairs of the House and Senate Agricultural Affairs Committee on Tuesday, October 23, 2018 at the Idaho Wine Commission office to present on the status of the industry and to discuss issues facing the industry. This discussion will help educate our leaders about the industry.

Batt discussed two pieces of Legislation for the upcoming 2019 Session.

- Legislation clarifying the dessert wine definition
- Legislation to allow wineries to store wine at a third party in a warehouse.

## **Executive Director Report**

### **Membership/HR**

- Annual meeting planning for 2019
- Grant management
- Staffing
- Budget
- Management of all projects
- Quarterly staff reviews
- Legislation Planning
- Audit

### **Marketing**

- N & S media tour prep
- Grant Projects
- Wine Competition
- Savor N
- Grower Incentive Plan
- Industry Boot Camp Prep
- Website
- Tour brochure planning
- Fielding Media Inquiries

### **Meetings**

- 7/23 CVB FAM
- 7/23 DBA Committee Meeting
- 7/25 Vistage Girls
- 7/26 Vistage 1-2-1
- 7/26 Garden Board Meeting
- 7/27 Boise Co-op grand opening
- 7/30 Audit

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- 7/31 Tony Boise
- 8/1 Tony Round Table
- 8/2 Jessica Dupuy – Media
- 8/7 Fahlgren Monthly
- 8/7 Vistage 1-2-1
- 8/8 Teach for America
- 8/11 Savor N
- 8/11 Kimber CDA Winery
- 8/15 Vistage
- 8/20 Wine Comp Dinner
- 8/21 DBA Board Meeting
- 8/21 Wine Comp
- 8/22 ISP
- 8/24 Wisti Destination Caldwell
- 8/28 Shelia IBU
- 9/4 Fahlgren Monthly
- 9/4 Crystal Potter
- 9/5 Vistage Lunch
- 9/6 Eric Conference Call
- 9/7-9/10 MEDIA TOUR!!!
- 9/11 Jenni – Rizen
- 9/11 Ulli Video
- 9/12 Vistage 1-2-1
- 9/12 Chef's Affair
- 9/13 Shannon Stith
- 9/13 Boise Chamber Travel Advisory Board
- 9/14 Carrie CVB
- 9/17 New Jersey Wine
- 9/18 SWITA Board Meeting
- 9/18 DBA Board Meeting
- 9/19 Vistage
- 9/20 Diane Norton
- 9/24 Bootcamp
- 9/25 Bootcamp
- 9/25 Solv Lunch
- 9/26 Teach for America
- 9/26 Amy Tourism
- 9/27 Garden board Meeting
- 9/27 Garden Vistage
- 10/2 Fahlgren Monthly
- 10/2 Vistage 1-2-1
- 10/2 Molly CWI
- 10/3-5 Ohio
- 10/9 Melissa Indian Creek Plaza
- 10/9 Dean Parella U of I
- 10/10 Grove Hotel
- 10/10 Teach for America
- 10/11 Allison Jenkins NWFC
- 10/11 Sean Ellis
- 10/12 Jacqueline Zions bank

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- 10/16 DBA Board Meeting
- 10/16 SWITA Board Meeting
- 10/17 Vistage

## **Brand Loyalty Report**

### **Grants**

#### **2016/18 Grant: Closed**

#### **2017/19 Grant: \$41,902.55 Remaining**

- \$25,878 PR Contractual – Southern Idaho Media Tour, Media Relations Fee, Video Promotion
- \$10,830.50 Marketing Contractual – Website Platform, Education Page, Event Sites
- \$5,194.05 – Journalist Travel for Visits and Media Tours

#### **2018/2020. Grant: \$122,510 Remaining**

- Marketing Automation - \$75,000
- San Francisco Media Mission - \$21,510
- Advertising - \$26,000

**Savor Idaho** – Sunday, June 9<sup>th</sup>, 2019– Tickets on sale March 1, 2019 – Registration available in November – 15 Sponsors

**Savor Idaho North** – Saturday, August 10<sup>th</sup>, 2019 – Tickets on sale June 1, 2019 – 4 Sponsors

**Sippin' in the City** – Thursday, November 8<sup>th</sup>, 2018– 12 Wineries – 6 Sponsors – Tickets were sold out September 25<sup>th</sup>

### **Media**

- **Southwestern Idaho Media Tour – September 7<sup>th</sup> – 11<sup>th</sup>**
- Grant Funded + Idaho Tourism Partnership
- Sponsorship from Destination Caldwell and SWITA
- Journalists included – Tina Benitez-Eves, Laura Motta, Joe Roberts, Dawn Garcia, Lenn Thompson, Ilona Thompson, Lara Dunning and Christina Mueller

### **San Francisco Media Mission**

- April 28<sup>th</sup> – May 4<sup>th</sup>
- Partnership with Idaho Tourism
- Fahlgren Mortine Grant Project

### **Event Participation**

- Festival at Sandpoint – 1,056 glasses donated
- Sunnyslope Wine Festival – 504 glasses donated
- A Chef's Affaire – 312 glasses donated
- Capitol Table – 204 glasses donated

### **Social Media & Website – August – September 2018**

- Facebook – 5,398 Followers
- Twitter – 6,013 Followers
- Instagram – 5,501 Followers
- Website – 13,487 Views

### **Thanksgiving Co-Op Advertising**

- Cinder Wines
- Fujishin Family Cellars
- HAT Ranch Winery

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- Huston Vineyards
- Indian Creek Winery
- Sawtooth Wines
- Ste. Chapelle Winery
- Vine & Branch Winery
- Vizcaya Winery/Syringa Winery

## Education Report

### Grants

#### 2016/2018 Grant: \$6,975.83 Remaining

- \$4,417.33 – UC Davis Seminars
- \$2,558.50 – Vineyard Project

#### 2017/2019 Grant: \$32,574.77 Remaining

- UC Davis Seminars - \$8,950
- Annual Meeting Travel - \$3,592.85
- Vineyard Consultant Travel - \$1,125.92
- Winery Consultant (Annual Meeting) - \$6,906
- Grower Incentive - \$12,000

#### 2018/2020 Grant: \$47,750

- Economic Impact Study - \$35,000
- Consumer Wines 101 - \$12,750

### RFP

- Working with Department of Purchasing for Economic Impact Study Contract

## Events

### Idaho Wine Competition – Total Cost - \$4,213.11, not including staff time

- Judges included, Kristine Bono, Ilene Dudunke, Mike Dunne, Lane Hoss, Ellen Landis, Mike Rader, Sheri Morano, Bill Ward, Sara Wilson and Richard Larsen
- After the Wine Comp – those judges still in down were given tours
- Ideas for 2019 – Raise entry fee to \$45, \$10 goes towards the IWC paying for cost of travel and hotel
- \$5 goes to scholarship fund
- IWC host Welcome Dinner
- No other states pay for wine competition. Need to continue to brainstorm with Eric on sharing costs and being transparent to industry for increasing entry fee.

### Boot Camp 2018 – Total Cost - \$2,500.00

- 2 Day Boot Camp – September 24<sup>th</sup> and 25<sup>th</sup>
- Williamson's Vineyard, Koenig Vineyard that included tastings by Fujishin Family Cellars and Bitner Vineyards, Sawtooth Winery and Ste. Chapelle, Par Terre Winery and Meriwether Cider Company
- Drake Cooper Photography – 2<sup>nd</sup> day – Idaho Tourism brought them in
- Ulli Video – 2<sup>nd</sup> day to help with future promotions
- Sponsors and Community Partners Included – Porterhouse Market, Guru Donuts, City Peanut, Zeppole Bread and The Stil

### Vineyard Consultant

- Next visit will be at the Annual Meeting – round table session on Tuesday, February 26<sup>th</sup> 1 PM – 2 PM

### Annual Meeting 2019 – February 26<sup>th</sup> – 27<sup>th</sup>, 2019

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- All speakers confirmed
- Speaker Fees and Speaker Travel covered by Grant
- Agenda is set and presented to the Board
- Attendee Registration will be available in November 2018

During the report for the Annual Meeting, the Board discussed the Vintage Tasting. Initially it was planned for two reds and two whites that are typical to the region. It was then suggested by Earl Sullivan that we add Viognier, and Syrah. The overall goal of the Vintage Tasting is to grow and get better. Trent Ball mentioned that he would help moderate the tasting this coming year.

### **Wine Field Trip**

- Grants Funds
- 2019 – August
- Working with Washington Winegrowers to set focus and model

### **Wine Education Scholarship**

- Open for two applications sessions – Fall and Spring

### **Education Meeting Focus**

- Wine Quality: The Board discussed the future of the Wine Quality Initiative. The following was mentioned:
  - Sees it as valuable
  - Wine is already in the bottle
  - If we continue; we would want to have a winemaker and quality of Bob Betz

The consensus of the Board is to continue with the Wine Quality Initiative with a winemaker. We will move forward with asking Bob Betz or ask him for his referrals. This would be scheduled for August of 2020.

- VISTAGE: Moya has the opportunity to ask hard questions in VISTAGE group and wanted to see if the Board has any recommendations of questions to ask that could help the industry as a whole. Questions that were brought up were:
  - How to deliver the message on making quality wines?
  - How to get the message across about the wine competition registration cost going up?

It was also mentioned that VISTAGE should continue to encourage one-on-ones at local wineries to support the industry.

### **Discussion**

- Distinguished Member of the Year – Set to go out November 1<sup>st</sup> to start collecting nominations
- Lifetime Achievement Award – Board decides
- Next Meeting – December 13<sup>th</sup> – IWC Office

### **Adjourn**

Sullivan moved to adjourn the meeting at 10:36 AM. Seconded. Motion carries.

Respectfully submitted,  
Ashlee Struble, Industry Relations  
Idaho Wine Commission