



## Idaho Grape Growers & Wine Producers Commission

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### Idaho Grape Growers & Wine Producers Commission Board of Directors Meeting October 12, 2017 9 AM Idaho Wine Commission Office

#### **Present**

**Board:** Melissa Sanborn, Colter's Creek Winery (via UBER Conference); Mike Williamson, Williamson Vineyards; Crystal Potter, Potter Wines; Greg Koenig, Koenig Vineyards

**Commission:** Moya Dolsby, Sara Dirks (via UBER Conference), Brenna Christison and Ashlee Struble

**Other:** Roger Batt, Legislative Educator; Linda Handlos, Rizen Creative; Amy Rajkovich, Idaho Tourism; David Arkoosh, Kristiana Lubomirova, Arkoosh Law Offices; Wisti Rosenthal with Destination Caldwell and Indian Creek Plaza; BreAnne Hovley, Barbarian Brewing

**Absent:** Earl Sullivan, Telaya Wine Co.

#### **Call To Order**

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

#### **Approval of Minutes**

Dolsby presented the July board meeting minutes. Potter moved to approve the minutes as presented. Koenig seconded. Motion carries.

#### **Linda Handlos – Rizen Creative**

Linda Handlos presented about Rizen Creative. Their team consists of nine team members. Their portfolio consists of brand identity and work heavily in the tourism space. They have a broad reach of capabilities included but not limited to design and illustration, strategic planning, social media and public relations. Handlos stressed how important it is to understand the market of their clients and plan the tactics to promote their clients. Rizen Creative will be redesigning the IWC website to update the platform and the capabilities for the staff to update when needed, as well as tour brochure and event websites.

#### **Amy Rajkovich - Idaho Tourism**

Amy Rajkovich presented on the updates of the partnership shared between Tourism and the IWC and the results of those efforts. Rajkovich presented Idaho Visitors by number and they really go after the overnight visitors with travel spending. The biggest spending is the food services (wine included). Idaho Wine Commission follows the Idaho Tourism's marketing spending structure. Idaho Tourism found that Arizona is a new market for them along with Southern California. Rajkovich was included in the NY Media Mission in April and that has included some great exposure for Idaho. IWC also partnered with Idaho Tourism with Sunset Magazine. Lastly, another strong partnership currently between Idaho Tourism and IWC is the Wines Fly Free promotion with Alaska Airlines. Idaho Tourism also conducts Media Trips and Rajkovich has received some great partnerships with the local wineries to help heighten the awareness of the Idaho wine industry. IWC and Idaho Tourism will partner with an upcoming Northern Idaho Media trip in 2018.

#### **Audit Report**

Jared Zwygart – had to reschedule and will be on the December agenda to present the audit to the Board.

## **Financial Report**

### **Approve Expenses**

Christison presented the July – September financials. Christison reported that the Commission is up \$2,800 in Excise Tax. With no need for discussion, Potter moved to approve the financial reports as presented. Williamson seconded. Motion carries.

### **Legislative Report**

Batt reported on three pieces of additional legislation. First, the issue of private and customized labels: There are two kinds of labels (customized and personalized) Earl Sullivan and Batt have been working together on the wording for this code. They added the definition of itemized custom labels. This wording is up for approval of the Board. Discussions were raised about the thoughts from ABC.

Wine Excise Tax – this draft legislation is to be prepared if strong beer is eliminated. There are still efforts going on trying to obtain the information on the strong beer from out of state beer sales. This will help the IWC figure out what funds we can continue for education, research and marketing. Currently, the IWC isn't going to propose this to legislation until the time comes for the beer industry to move forward with a commission.

Pricing – This language identifies Price Posting and levels the playing fields for small business wineries. This is for the large wineries not to strong-arm the small wineries. Price postings can be done differently for different counties. Koenig raised concern about this legislation. Additional research will be done before moving forward with legislation.

Reciprocity between Idaho and Washington – Essentially this started with Basalt Cellars and wanting to sell in Idaho. In order to do this – IWC have Washington's statute and this will give a level playing field. Idaho State Police will need to rectify this issue in order to not be sued and be in compliance with Federal Law. Washington not being allowed to self-distribute in Idaho violates the law. Batt plans to set up the needed meetings to discuss this matter.

Interpretation Issue – City of Boise has been dealing with the alcohol catering permit. IWC had the green light to do a pilot program for Sippin in the City. A local winery was recently denied for a catering permit and after diving into the code, this caused a domino affect for catering permits. The interpretation has been different depending on who you talk to. This is now spun off to three different code sections and wording needs to specifically say what license you need for a catering permit. IWC is currently working on this interpretation.

Sanborn moved to approve the private and custom labeling legislation. Williamson second. Motion carries.

## **Executive Director Report**

### **Membership/HR**

- Legislative Dealings
- Annual meeting planning for 2018
- Permits – Catering
- Wine Quality planning started
- Member Meetings
- Wine Competition prep

### **Marketing**

- Industry Boot Camp
- Video planning
- Savor Idaho North
- Grant planning
- Website planning

Next Commission Meeting: December 14, 2017- 9 AM – IWC

- Sipping in the City Prep
- Media tours planning for North & South 2018

## Meetings

- 7/20 Giraffe Laugh Board Meeting
- 7/20 Video planning
- 7/24 Vistage 1-2- 1
- 7/25 Cindy IBR
- 7/25 Rizen
- 7/25 Leadership Boise
- 7/26 Allison NW Farm Credit
- 7/26 Lyle Pearson Tina
- 7/26 Bev Williamsons
- 7/26 Destination Caldwell
- 7/30 SEATTL NW Wine TV
- 8/3 Jana U of I
- 8/7 Jim and Steve Pend O'reille Winery
- 8/10 Savor Idaho North
- 8/15 SWITA Board Meeting
- 8/15 Jenell Kasper
- 8/16 Vistage
- 8/17 Theresa – Sysco
- 8/18 Vistage 1-2- 1
- 8/18 SWITA Mel
- 8/22 Christina Lenkowski
- 8/22 Boise CVB Board Meeting
- 8/23 Rizen
- 8/24 Video Shoot
- 8/24 Giraffe Laugh Board Meeting
- 8/25 Precept Call
- 8/25 Leah Clark
- 9/5 Joe Cider – Target Markets
- 9/5 Heather Newman
- 9/6 Beth Vineyard Team – Paso
- 9/6 Roger Legislative Lunch
- 9/8 Vistage Gals
- 9/11 Paul – Photography
- 9/11 Vistage 1-2- 1
- 9/12-9/13 Boot camp
- 9/15 Giraffe Laugh Volunteering
- 9/19 Idaho Wine Competition
- 9/20 Vistage
- 9/20 Dinner with Eric Degerman
- 9/21 Mallory and Travis
- 9/21 Giraffe Laugh Coiled
- 9/25 Giraffe Laugh Committee Meeting
- 9/25 Lynn Hightower DBA
- 9/26 WA Wine Institute
- 9/26 Solv Trade Show
- 9/26 Wine America Call
- 9/27 Wisti Destination Caldwell
- 9/27 Women's Leadership
- 9/27 Rizen – Ron Baker

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- 9/28 Roger Batt
- 9/29 – Megan Anderson – Beer
- 10/2 Lisa Cloyd – Davies Moore
- 10/2 Fahlgren
- 10/3 Vistage 1-2- 1
- 10/4 First Aid Training
- 10/4 Mindy DBA
- 10/4 Solv Merchant Rep

### **Brand Loyalty Report Total Funding - \$233,912.00**

#### **Social Media Stats**

Christison presented the social media numbers for July – September. Facebook currently has 4,682 followers. Instagram has 5,292 followers. Twitter has 6,027 Followers.

#### **Events**

**Savor Idaho<sup>N</sup>** – August 10<sup>th</sup>, 139 tickets sold out of 150, 11 wineries, 4 sponsors and food by CDA Resort. Set date for August 11<sup>th</sup> next year – it will continue to be on the boat until it sells out consistently.

**Sippin' in the City** – November 9, 2017 – 29 tickets left out of 225, 14 wineries, 5 sponsors, On the Fly, Zeppole Baking Co and Incredible Edibles Catering/Leslie Charles Events will be providing the small appetizers. UPDATE – the event sold out before the end of the board meeting.

**Thanksgiving Co-Op Ads** – Working on collecting all the details. 11 participating wineries in Southern Idaho, 3 participating in Northern Idaho and also IWC contributing an additional \$1,150. IWC will also promote all wineries via our social media outlets and consumer email blasts.

Next month IWC will have new grants and in January we will be talking about our proposed ideas for 2018 projects.

### **Education Report – Total Funding \$125,090.00**

**Bootcamp** – Two Days – September 12<sup>th</sup> and 13<sup>th</sup> and a total of 51 attended. Total cost was \$2,392.91 and the budget was \$3,000. IWC encouraged social media engagement and received some great responses.

**Wine Competition** – September 19<sup>th</sup> and a total of 152 wines and 9 ciders. \$992.00 was the total cost this year. 20 gold medals were given out. Going Beyond Gold information was sent out on Wednesday of this week. Industry reception was very well attended! Booked next year's wine competition at Koenig Vineyards on August 21, 2018.

**Annual Meeting** – Planning is well underway and is scheduled for February 13 – 15<sup>th</sup>, 2018 in downtown Boise. Registration will go out November 1<sup>st</sup>. After IWC get the descriptions finished then Dirks will apply for pesticide credits. Currently there are 6 exhibitors.

**Wine Quality** – This will be scheduled during the upcoming Annual Meeting in February 2018 and will be conducted by Tim Gaiser.

**Winery Educator** – Grant funds are available to hire a winery consultant. After looking over the information, IWC will move forward with hiring someone. Currently, there are one year's worth of funds for this position.

**Lifetime Achievement Award** – A page of criteria for this award was created and will be chosen by the Board.

**Industry Meetings** – Staff members have been diligent with meeting with other industry members. Will continue to schedule meetings with Vineyards and Wineries. Some recent meetings include, Vine46, Longdrop Cider Co, Colter's Creek Winery, Lindsay Creek Vineyards, Clearwater Canyon Cellars, Par Terre Winery and Rock Spur Vineyards. Next Commission Meeting: December 14, 2017– 9 AM – IWC

## Other Business

1. December Board Meeting – December 14<sup>th</sup>
2. January Action Plan Meeting – January 16<sup>th</sup> at Telaya Wine Co.
3. Idaho Preferred – They are wondering if the standard of Idaho Wine would like to be changed.

## Adjourn

Williamson moved to adjourn the meeting at 10:49 PM. Sandborn seconded. Motion carries.