Idaho Grape Growers & Wine Producers Commission
Board of Directors Meeting | Thursday, May 18th, 2023
Rolling Hills Vineyard Urban Tasting Room | 152 E 52nd St, Garden City, ID 8714 | 8:00AM (PT)/9:00AM (MST)

Mission Statement:
The Idaho Wine Commission is a united voice to market, promote and champion all of Idaho's wine growers and winemakers.

Present
Board: Jake Cragin, Winemakers LLC; Mark Pasculli, Rolling Hills Vineyard; Crystal Potter, Potter Wines

Board via Zoom: Melissa Sanborn, Colter's Creek Winery

Excused Absence: Scott Smith, Sol Invictus Vineyard

Idaho Wine Commission: Moya Dolsby, Brenna Smith, Ashlee Struble and Ande Diggins

Others via Zoom: Juliet M. Marshall, Ph.D., University of Idaho; Arica Todd, Risch Pisca, PLLC; Janet Northrup, Sunnyslope Wine Trail Association/Famici Winery; Roger Batt, Legislative Educator; Julie Pond, NCSFR/NBF

Call To Order
Dolsby called the meeting to order at 9:04 AM.

Approval of Minutes
Dolsby presented the April 2023 Minutes. *With no need for discussion, Potter moved to approve the minutes. Seconded. Motion carries.*

Dolsby welcomed everyone to the May 2023 Board Meeting and thanked Rolling Hills Vineyard for hosting. She introduced our new intern, Ande Diggins. Dolsby mentioned the Idaho Wine Commission's new board member, James Nederend. Dolsby thanked Crystal Potter for her time and dedication to our industry.

Northern Idaho Update - Melissa Sanborn, Colter's Creek Winery
Melissa Sanborn, with Colter's Creek Winery, gave a Northern Idaho update to the Board.

Sanborn's highlights included but not limited to:
- Full on vineyard mode - currently in bud break
- Driving around she noted everyone is in the same spot
- Starting off really hot weather wise
- Fruit loads are looking normal
- Watching the weather and hoping for moisture
- Has been humid and getting on top of mildew control

- The warm weather has brought out the crowds and tasting rooms are in full swing

Legislative Report

Roger Batt, Legislative Educator, made his presentation to the Board. Batt highlighted the three (3) pieces of legislation, which were killed, and would have impacted the Idaho Wine Commission and wineries.

Those were: House Bills 12, 91 and 170

AG LAND PRESERVATION

H377 was introduced by Representative Kevin Andrus to be discussed throughout the post Session interim period. The bill establishes Agricultural Protection Areas (APA) in Idaho. Farmers and ranchers may apply to their local government entity to voluntarily submit their lands into an APA. During the time where the farmer or rancher has those lands within an APA, they receive monetary compensation, tax incentives and/or property tax reductions. The goal of H377 was to attempt to strike a balance between preserving farmland while at the same time protecting private property rights. H377 will be discussed by many agricultural leaders and organizations throughout the 2023 interim. It is the hope of those involved that a negotiated draft will be presented during the 2024 Legislative Session. Batt plans to present at the next board meeting.

CURRENT EFFORTS

The Idaho Grape & Wine Commission will continue to work on the Ada County issue as well as the Legislation on local government pre-emption. The next step on the local government preemption legislation is to go through the EALS process with the Governor's Office. The Idaho Wine Commission worked hard on educating new legislators and in hopes IWC can bring this topic up. B. Smith & Batt will work on getting draft legislation through the EALS process.

Dolsby presented a spreadsheet to the board about assessment increase options. Dolsby stressed it could be an uphill battle for the industry and with it not being a tremendous uptick in funds, she posed the question to the Board if it's worth it. B. Smith added the Governor's Office didn't indicate if they would support an assessment raise. Dolsby gave the option of going to pay to play for opportunities for our industry.

Batt stated it would be some work to get an assessment raise passed in the next legislative session. Ideas were thrown around about donating options in the form of assessments. Potter suggested doing a survey to the industry. Survey will be created by the Idaho Wine Commission for the industry.

Presentation - Juliet Marshall, PHd, University of Idaho

Juliet Marshall presented to the board virtually with updates on the Parma Research Center. Highlights included:

- Focus of new faculty on extension and research
- Additional positions with top priority focus on Parma
    - wine, grapes and small fruits
    - starting the development with the grape industry
    - interested in wanting input with industry needs
- Looking into the appropriate funding first and hopefully will be within a year.
- Creating a job description with the help from the Idaho Grape Growers and Wine Producers Commission
- Cragin offered suggestions for creating job description
    - pesticides being one of the biggest issues

    - needing education to the industry on how to apply these chemicals
- Pasculli also adding the importance of sustainability and how to manage in a cost effective way

Dolsby asked about a timeline for Marshall to get her the full information and Marshall requested us to have a good list within 1-2 months.

Marshall then asked a question if anyone from our Board would be available to talk at AgTalk Tuesday since they would like to expand to the wine industry.

- June 20th at 11:00 AM (MST)
- Struble will send the information to the Board after the meeting

Marshall also requested to have someone in our industry be on the plant science advisory board. Cragin agreed to join the plant science advisory board.

Marshall left the meeting at this time

Financial Report

B. Smith presented the current financials to the Board.

Pasculli moved to approve the April financial reports as presented. Seconded. Motion carries.

B. Smith presented the draft budget to the Board. B. Smith wished she had more information on the Excise Tax Amendments to give to the Board and she mentioned just receiving the list on who she needs to still amend their Excise Tax. B. Smith will continue to work closely with the Idaho Tax Commission to ensure the Excise Tax Amendments get processed. Dolsby highlighted a vineyard/grower tour in California to bring prospects to Idaho that was added to the budget since the last time they saw the draft at the April Board Meeting.

Paid Winery Assessments

- 3100 Cellars
- Bitner Vineyards
- Cabin View Winery
- Cinder Wines
- Clearwater Canyon Cellars
- Cuesta Sol Winery
- Dude DeWalt Cellars
- Famici Wine Company
- Indian Creek Winery
- Kerry Hill Winery
- Kindred Vineyards
- Koenig Vineyards
- Lindsay Creek Vineyards
- Owyhee Vista Vineyard
- Rolling Hills Vineyard
- SCORIA
- Snake River Winery
- Split Rail Winery
- Telaya Wine Co.
- Williamson Vineyards

Paid Vineyard Assessments

- Bankhead Vineyard
- Bitner Vineyards
- Clearwater Canyon Cellars
- Cuesta Sol Vineyard
- Dude DeWalt Cellars
- Emerald Slope Vineyards
- Famici Wine Company
- Finca Beseda Vineyard
- Kerry Hill Winery
- Kindred Vineyards
- Koenig Vineyards
- Lanae Ridge Vineyard
- Legacy Vineyards
- Lindsay Creek Vineyards
- Meadowlark Hills Vineyard
- Owyhee Vista Vineyard
- Rock Spur Vineyard
- Rolling Hills Vineyard
- SCORIA
- Snake River Winery
- Stowe Vineyard (Indian Creek)
- Williamson Vineyards

Education Report

Idaho Wine and Cider Competition

- May 23, 2023
- Welcome Dinner location - Anthony's
- Industry Reception caterer - Peaceful Belly
- Sponsors: Wilbur Ellis, Visit Idaho, CORTEVA, Anthony's, The Grove Hotel, Great Northwest Wine, and Koenig Vineyards

Education Seminars

- April 12th - Kade Casciato
    - North Idaho Vineyard Round Table + Vineyard Visits
    - Round Table at Clearwater Canyon Cellars at 3:00 PM
- May 1st and 2nd - Kade Casciato
    - SW Idaho Vineyard Round Table + Vineyard Visits
    - Round Table: Tuesday, May 2nd, at 10:00 AM
    - Location: Kerry Hill Winery
- WISE and Benchmark Virtual Seminar - May 9th, 2023
- **COMING UP:**
    - Quality Control Seminar with Tim Donahue - May 22th, 2023

Boot Camp - September 11th and 12th, 2023

- Will work on the agenda top of summer

Brand Loyalty Report

Savor Idaho - June 11th, 2023

- Winery Registration Open
    - Current Tickets as of 5/11/2023: 897
- 28 wineries / cideries registered
- 23 sponsors
- 24 exhibitors
- 5 food trucks
- 1 all-day entertainment
- Grant advertising starting | YouTube Ad with SWITA, Posters & Radio
- Poster and table tents being distributed

Idaho Wine and Cider Month 2023

- Idaho Wine and Cider Month Banner
    - All banners are approved and important dates on calendar
        - Lewiston, Downtown Boise, Caldwell & Eagle
- Emails out to send events to IWC
- Emails out to send events on Father's Day
- Bogus Tasting Event
    - June 25th, 2023 | Music On The Patio

2023 Passport

- Partnership with Idaho Tourism
- The Bottles and Barrels Byway Passport program started on April 1st and runs through June 30th
- Currently over 700 users

New Branding

- Stickers made
- In the process of updating all of our documents

New Website in Progres

- New website design is in process

Staff Highlights

Moya Dolsby

- Savor Idaho
- Legislation
- Budget Reviews
- Staff Reviews
- Fahlgren Mortine Status Meetings
- DBA/Garden/SWITA/PTA boards

Brenna Smith

- Leadership Nampa - Fire Department Day, Service Project & Graduation Luncheon
- Annual Meeting 2024 Speaker outreach
- Economic Impact Study

- Monthly Financials
- Savor Idaho Prep
- Revised Grant Submissions
- New Intern Starting
- Administrative Assistant Job Posting
- Excise Tax Amendment Processing
- Celebrated Taylor's last day
- *Chasing my crazy toddler around*

Ashlee Struble

- Industry emails / stand alone emails
- Savor Idaho logistics & meetings
- Mother's Day email to consumers
- Savor Idaho emails to consumers
- F/M Status Meetings
- Social Media Calendar Approval / Blog
- Passed WSET 1 Class
- Planned Kade's SW Idaho Trip
- Logistics and planning for Idaho Wine and Cider Competition + Industry Reception
- Logistics and planning Tony's arrival in June
- *Went to Portland with family | Holden is graduating from elementary school*

Ande Diggins

- Graduating with a Bachelor's Degree in Marketing - May 2024
    - Boise State Marketing and events Intern
- Experience & What I have learned
    - Savor Idaho
    - Various research projects
    - Creating Canva images and other documents
    - Reaching out to industry and community
    - Event preparation
    - General support in any areas needed
- *Just got back from Europe!!*
- *Just finished my Junior Year at BSU*

Discussion

- Next board meeting
    - July 20th, 2023

Staff Reviews - Executive Session- Idaho Code Section 74-206 -

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;

Cragin moved to enter into Executive Session to discuss the proposed budget and staff evaluations for the 2022/2023 fiscal year. Seconded. Motion carries at 10:29 AM.

Roll Call:
Crystal Potter – yes
Mark Pasculli - yes
Jake Cragin – yes
Scott Smith – absent
Melissa Sandorn – yes

Pasculli moved to approve the 2022/2023 budget with the amendments of a 4% raise for Moya Dolsby, Brenna Smith and Ashlee Struble and a $2,000 bonus to Moya Dolsby, Brenna Smith and Ashlee Struble. Seconded. Motion carried.

Potter moved to close the Executive Session at 10:48 AM. Seconded. Motion carries.

Dolsby resumed the Board of Directors meeting at 10:51 AM.

Pasculli moved to approve the motion as presented. Seconded. Motion carried.

Adjourn
Cragin moved to adjourn the meeting at 10:53 AM. Seconded. Motion carries.

Respectfully Submitted,

Ashlee Struble
Idaho Wine Commission

Idaho Grape Growers and Wine Producers Commission

2023-2024 BUDGET	
	BUDGET
REVENUE	**Annual**
State Tax Revenue	$ 400,000
Voluntary Assessments	$ 50,000
Interest Income	$ 1,000
Savor Idaho	$ 135,000
Wine Scholarship	$ 1,000
Annual Meeting	$ 20,000
TOTAL REVENUE	**$ 607,000**
EXPENSES	
BRAND LOYALTY EXPENSES	
Marketing	28,700
Advertising	15,000
Signage	4,000
Printing & Brochures	6,000
Public Relations	$ 500
Media Tour	$ 500
Website	600
Event Participation/Sponsorship	5,000
Savor Idaho	66,065
Idaho Wine Month	2,000
TOTAL MARKETING & PR EXPENSES	**128,365**
EDUCATION	
Education	9,500
Research	10,000
Staff Education	9,998
Annual Meeting	14,150
Seminars	19,500
TOTAL EDUCATION EXPENSES	**63,148**
PROFESSIONAL SERVICES	

	Legislative Educator	21,000	
	Legal Fees/PP Taxes	1,000	
	Audit/Consultant	6,100	
TOTAL PROF. SERVICES EXPENSES		**28,100**	
Operations			
	Mileage/Parking	8,750	
	Subscriptions	800	
	Insurance- Board Liability	4,000	
	Postage	3,250	
	Office Space	6,300	
	Dues	7,500	
	Registrations	750	
	Telephone	2,760	
	Meals - Meetings	2,000	
	Travel Expenses	19,134	
	Office Supplies	7,500	
TOTAL Operations EXPENSES		**62,744**	
ADMIN			
	Executive Director	120,973	
	Operations & Finance Manager	75,498	
	Industry Relations Manager	60,424	
	Administrative Assistant	20,000	
	Contract Labor	5,000	
	Payroll Overhead	60,000	
	Benefits	27,500	
TOTAL ADMIN EXPENSES		**369,395**	
TOTAL EXPENSES		**651,752**	