

# IDAHO WINE COMMISSION

Idaho Wine Industry Meeting

November 16th, 2020

10:00 AM (MST)

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|----------|---|
| 10:00 AM | Welcome   |
| 10:05 AM | Harvest <ul style="list-style-type: none"><li>a. How did it go?</li></ul>   |
| 10:15 AM | Thanksgiving <ul style="list-style-type: none"><li>a. What is your Thanksgiving Safety Plan?</li><li>b. Send any events to Ashlee to include on the event page</li></ul>  |
| 10:05 AM | Idaho Wine Commission Update <ul style="list-style-type: none"><li>a. Education<ul style="list-style-type: none"><li>i. Annual Meeting Update</li><li>ii. Vineyard Consultant Visits</li><li>iii. Upcoming WISE Seminar</li></ul></li><li>b. Brand Loyalty<ul style="list-style-type: none"><li>i. Tour Brochure Update</li><li>ii. Festival Of Trees</li></ul></li><li>c. Financial<ul style="list-style-type: none"><li>i. New 2020-2023 Grant Projects<ul style="list-style-type: none"><li>1. <i>See Below For New Grant Projects</i></li></ul></li></ul></li><li>d. Legislative<ul style="list-style-type: none"><li>i. Social Media Legislation</li><li>ii. Clean Up Legislation</li><li>iii. Beer Legislation - Excise Tax</li></ul></li></ul> |

## **New Grant Projects**

Industry Travel Funds - **\$8,500** Travel

Educational Speakers - **\$5,000** Contractual | **\$4,718** Travel

In-Market Journalists Visits - **\$23,233** Contractual | **\$3,244** Travel

Micro-Influencer Visits - **\$23,600** Contractual | **\$4,055** Travel

Advertising - **\$46,670**

Economic Impact Breakdowns - **\$7,200**

Idaho Map Update - **\$5,000**

Way-Finding - **\$19,000**

Grower Resources InBound Marketing - **\$40,600**