Meeting Agenda
Iowa Wine and Beer Promotion Board

Date/Time: April 20, 2023 at 10 am
Location: Iowa Economic Development Authority - 1963 Bell Ave. Suite 200, Des Moines, IA 50315; McNarney Conference Room

1. Roll Call and Introductions
   a. Katie Kenne – IEDA
   b. Stephanie Neppl – IEDA
   c. Noreen Otto – Iowa Brewers Guild
   d. Christie Jensen – Iowa Wine Growers Association
   e. Stephanie Strauss – Iowa Alcoholic Beverages Division
   f. Erica Davis – FleishmanHillard
   g. Kesley Wolf – FleishmanHillard

2. Industry Updates
   a. Noreen – Iowa Brewers Guild
      i. June is Iowa Craft Beer Month – media event will be held
      ii. National Craft Brewing conference is in Nashville
      iii. Legislation has been approved to include brew pub gallonage taxes into the Wine and Beer fund
   b. Christie – Iowa Wine Growers Association
      i. Iowa Wine Month is May.
      ii. Partnering with ISU Extension on a vineyard bus trip in July.
      iii. Will do tasting room/staff training this fall.

3. FY23 Budget Update
   a. Expenditures
      i. Reviewed FY22 budget through 3Q 2023.
   b. Scholarship opportunities
      i. Need to get clarity on what conference expenses could be reimbursed.

4. FY23 Marketing Plan Discussion
   a. Passports
      i. Sweepstakes will run June through October
   b. Other Advertising Opportunities
      i. First e-newsletter is going out April 2023 to 750 consumers.
      ii. Paid search is performing strongly.
   c. Marketing collateral plan
      i. Collateral will be sent in May/early June.
      ii. Coasters are being redesigned

5. FY 24 Budget Discussion
   a. Reviewed draft FY24 budget.
   b. Education line item will remain specific to travel reimbursement.
   c. $5000 each for beer and wine for scholarships
   d. The proposed marketing budget for FY24 was approved for $150,000.

6. Economic Impact Studies
    a. RFP is underway.
    b. Data points are needed to include.

7. Other Business- Travel Iowa assets can be utilized during the Iowa Craft Beer Festival on June 3.

8. Comments from Guests (limited to 10 minutes each guest) - none

9. Adjourn