

**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
2. Industry Updates
  - a. Noreen – Iowa Brewers Guild
  - b. Christie – Iowa Wine Growers Association
3. FY23 Budget Update
  - a. Expenditures
  - b. Scholarship opportunities
4. FY23 Marketing Plan Discussion
  - a. Passports
  - b. Other Advertising Opportunities
  - c. Marketing collateral plan
5. FY 24 Budget Discussion
6. Economic Impact Studies
7. Other Business
8. Comments from Guests (limited to 10 minutes each guest)
9. Adjourn