

**Meeting Agenda**  
**Iowa Wine, Beer and Spirits Promotion Board**  
**Date/Time: April 25, 2024 at 10 am**  
**Location: Microsoft Teams**

1. Roll Call and Introductions
2. Iowa Wine, Beer, and Spirits Economic Impact Report Update
  - a. Review draft report and provide feedback
3. Industry Updates
  - a. Noreen Otto – Iowa Brewers Guild
  - b. Christie Jensen – Iowa Wine Growers Association
  - c. Jeff Quint– Iowa Spirits Industry
4. FY 24 Budget Update
5. Iowa Brewer’s Guild marketing project request
6. FY24 Marketing Plan Discussion
  - a. New logo
  - b. Brochure
  - c. Marketing collateral update:
    - i. Coasters
    - ii. Social media toolkit
  - d. Marketing results update:
    - i. FH info
    - ii. Passport successes
  - e. Newsletter results and plans
    - i. Refreshed content on Travel Iowa.com
  - f. Photo shoot update/planning
7. Other Business
8. Comments from Guests (limited to 10 minutes each guest)
9. Adjourn