

**Meeting Agenda**  
**Iowa Wine, Beer and Spirits Promotion Board**

**Date/Time: October 12, 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
  - c. Jeff – Iowa Spirits Industry
3. FY23 and FY 24 Budget Update
  - a. Expenditures
4. FY24 Marketing Plan Discussion
  - a. Proposed Marketing Plans
  - b. Passport Refresh Update
  - c. Other Marketing Opportunities
5. Iowa Wine, Beer, and Spirits Economic Impact Report Update
6. Other Business
7. Comments from Guests (limited to 10 minutes each guest)
8. Adjourn