

Meeting Agenda
Iowa Wine and Beer Promotion Board

Date/Time: October 19, at 10 am

Location: Iowa Economic Development Authority - 1963 Bell Ave. Suite 200, Des Moines, IA 50315; Kay Anderson Conference Room

1. Roll Call and Introductions
 - a. Katie Kenne – IEDA
 - b. Noreen Otto – Iowa Brewers Guild
 - c. Christie Jensen – Iowa Wine Growers Association
 - d. Erica Davis - FleishmanHillard

2. Industry Updates
 - a. Noreen – Iowa Brewers Guild
 - i. iBest conference in Decorah coming up November 4 & 5
 - ii. Working with two partners
 1. Working with CIRAS (out of ISU)
 2. Brrr Fest (craft beer festival in Iowa City)
 - iii. Legislative update
 1. Looking at Iowa Brew Pubs being added to funding source
 2. June Iowa Beer Month
 - iv. Strategic planning underway
 - b. Christie – Iowa Wine Growers Association
 - i. Christie is the Executive Director
 1. Looking to potentially hire a marketing position
 - ii. Annual Conference in February 2023. Partnering with Fruit and Vegetable growers
 - iii. Winemaker round tables continue to help connect wineries
 - iv. Consumer wine events in June 2022 didn't happen. Looking to move them to winter

3. FY23 Budget Update
 - a. Expenditures
 - i. Went over FY22 final budget and proposed expenses for FY23 budget
 1. Need to get clarification on use of funds for conference scholarships
 2. Increased sponsorships and education to \$5,000 from \$3,000 for both wine and beer

4. FY23 Marketing Plan Discussion
 - a. FY23 marketing plan was presented by FleishmanHillard.
 - i. Need to get confirmation on spend authorization amount
 - b. 2022 Brochure
 - i. Decided to not continue a printed piece and move funds to another advertising tactic
 - c. Passports
 - i. Provide available data on passports more frequently
 - ii. Use to build content for wine and beer

- iii. Get new collateral printed and sent out in April
- iv. Get best practices from Bandwango for gamified thresholds
- v. Looking for updated visuals to promote the passport

d. Other Advertising Opportunities

- i. Is there and opportunity to work with the Department of Agriculture –
Choose Iowa program

5. Economic Impact Studies

- a. Change economic impact to do every three years.
 - i. Start process for RFP to send out after July 1, 2023

6. Other Business - none

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

8. Adjourn at 11:50 a.m.