

Iowa Wine and Beer Promotion Board

Date/Time: December 9, 2021, 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. Nicole Eilers, IWG
 - c. Noreen Otto, IBG

2. Industry Updates
 - a. Nicole – Iowa Wine Growers Association
 - i. Hosted consumer festivals (eastern and central)
 1. Looking to host in June and September 2022 both in Central
 - ii. Commercial Wine Competition – August with State Fair
 1. No Grape stomp at Fair past year
 2. Updating wine competition for 2022
 - iii. Harvest time went well
 - iv. Change in industry with wineries with new ownership
 - v. Specialty Producers Conference
 1. February 9-10, 2022
 - vi. Webinars for marketing workshop will be in spring 2022
 - vii. Wine Roundtables – industry focused discussions
 - viii. Vineyard manager position filled

 - b. Noreen – Iowa Brewers Guild
 - i. New leadership and board members
 - ii. Looking at how to engage within the industry
 - iii. Staffing and hiring an issue right now
 - iv. Hosted annual education seminar – iBest
 1. Opportunities to partner with wineries – potential
 2. Looking at November 25, 2022
 - v. June 4, 2022 – Iowa Craft Brew Festival
 1. At Water Works Park
 - vi. Redevelopment of public facing membership program
 - vii. Burr Fest – January 29 in Coralville
 - viii. 117 breweries as members
 - ix. 3 new small members as of September
 - x. Bylaws updated to include cideries
 - xi. Small Brewery Sunday will be a continued push
 - xii. Optimism is being seen in the industry

3. FY22 Budget Update
 - a. No update on planned budget
 - b. Anticipating \$40k on Spring-Summer 2022 campaign

4. FY22 Marketing Plan Discussion
 - a. Brochure
 - i. Priority to have completed before State Fair
 - b. Looking to tie to Travel Iowa's x-hours away campaign
 - c. Need to collect quotes for marketing collateral to send to locations
 - d. Inquire about removal of pin codes from Passports check-ins