

**Meeting Agenda**  
**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
2. Industry Updates
  - a. Nicole – Iowa Wine Growers Association
  - b. Noreen – Iowa Brewers Guild
3. FY22 Budget Update
4. FY22 Marketing Plan Discussion
  - a. Brochure
  - b. Travel Guides
  - c. Other Advertising Opportunities
5. Other Business
6. Comments from Guests (limited to 10 minutes each guest)
7. Adjourn