

**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
  - a. Amy Ziegler – IEDA
  - b. Stephanie Nepl – IEDA
  - c. Noreen Otto – Iowa Brewers Guild
  - d. Christie Jensen – Iowa Wine Growers Association
  - e. Jeff Quint – Iowa Spirits Industry
  - f. Stephanie Strauss – Iowa Alcoholic Beverages Division
  
2. Industry Updates
  - a. Noreen – Iowa Brewers Guild
    - i. I-BEST will be held November 4<sup>th</sup>, 2023 in Des Moines.
    - ii. Lots of growth with recent news of several breweries expanding locations
    - iii. Legislative efforts are underway to allow breweries to be able to sell direct to consumers.
  - b. Christie – Iowa Wine Growers Association
    - i. Hired external assistance to help with events and marketing.
    - ii. Wine trails marketing is a priority, and a new event is planned for May 2024.
    - iii. Planning a consumer event and will hold its annual conference January 8-9, 2024 in Ankeny.
  - c. Jeff – Iowa Spirits Industry
    - i. Three distilleries currently employ a lobbyist.
    - ii. Iowa's distillery industry is below the national average so there is much potential for growth.
    - iii. Intend to work toward the industry having a more established organization.
  
3. FY23 and FY 24 Budget Update
  - a. Reviewed final FY23 budget and current FY24 budget and expenditures to date
    - i. Need to get clarity on the anticipated timing for spirits industry revenue to flow into the board finances.
    - ii. Board approved exploring a potential marketing grant for board members to help supplement their marketing efforts. It was proposed as a \$10,000 match grant.
  
4. FY24 Marketing Plan Discussion
  - a. Proposed Marketing Plans
    - i. Reviewed the FY24 recommended plan from Fleishmann-Hillard.
  - b. Passport Refresh Update
    - i. Will plan to relaunch before Thanksgiving 2023.
    - ii. Will explore other prizes to add to new marketplace

- iii. Look for ways to feature more consumers in marketing efforts going forward.
  - c. Other Marketing Opportunities
    - i. Board approved proceeding with a photo/video shoot in Spring 2024 with a budget of \$50,000. Also will consider participating in the Iowa Tourism Co-op Marketing Program. Not interested in working with influencers at this time.
- 5. Iowa Wine, Beer, and Spirits Economic Impact Report Update
  - a. The contract with the approved vendor is being processed at IEDA and work should commence in November 2023. Final report is due by June 30, 2024.
- 6. Other Business
- 7. Comments from Guests (limited to 10 minutes each guest) - none
- 8. Adjourn