

Meeting Notes
Iowa Wine, Beer and Spirits Promotion Board
Date/Time: January 11, 2024 at 10 am
Location: Microsoft Teams

1. Roll Call and Introductions
 - a. Stephanie Nepl – IEDA
 - b. Noreen Otto – Iowa Brewers Guild
 - c. Christie Jensen – Iowa Wine Growers Association
 - d. Jeff Quint – Iowa Spirits Industry
 - e. Stephanie Strauss – Iowa Alcoholic Beverages Division
 - f. Fourth Economy: Jenn Sloan, Jerry Paytas, Deminique Heiks, Ross Berlin
2. Industry Updates
 - a. Noreen – Iowa Brewers Guild
 - i. An RFP has been issued for a marketing partner for its “Brewed in Iowa” initiative.
 - ii. 2024 i-BEST conference planning is underway – changing to a Friday this year.
 - iii. The 14th Iowa Craft Brew Festival will be June 1, 2024.
 - iv. Legislative efforts continue to allow breweries to sell direct to consumers and allowing breweries to pour at events.
 - b. Christie – Iowa Wine Growers Association
 - i. Weather impacted the annual conference January 8-9 but had a full exhibitor area.
 - c. Jeff – Iowa Spirits Industry
 - i. Three distilleries currently employ a lobbyist – Tom Cope but there are no set priorities.
3. FY 24 Budget Update
 - a. Reviewed current FY24 budget and reports.
 - i. Suggested removing line items related to the appropriation for the Midwest Grape and Wine Industry Institute in the budget as that is not a liability in this board’s jurisdiction.
 - ii. The board would like clarity on available funds added to the budget with the addition of the spirits industry as well as any unspent funds from previous years, to gain a better understanding of the total financial resources available to this Board.
4. Iowa Wine, Beer, and Spirits Economic Impact Report Update
 - a. Four members of the Fourth Economy team presented a progress report, which included discussion about forthcoming interviews, the inclusion of related agriculture production in the assessment, and how the board members will share the analysis.
5. FY24 Marketing Plan Discussion
 - a. Proposed Marketing Plans – IEDA accounting and legal are discussing using funds to support additional marketing by the three member organizations to support the industries.
6. Other Business
7. Comments from Guests (limited to 10 minutes each guest) – none.
8. Adjourn