

**AGENDA**  
**Iowa Wine, Beer and Spirits Promotion Board**  
**Board Meeting**  
**July 9, 2024**  
**10:00 a.m.**

**Public Webinar Access:** [Teams Webinar](#)

**I. Iowa WBS Economic Impact Report Update**

- a. Discuss distribution of reports

**II. Industry Updates**

- a. Iowa Winegrowers Association
- b. Iowa Brewer’s Guild
- c. Iowa Spirits Industry

*Christie Jensen*

*Noreen Otto*

*Jeff Quint*

**III. FY 24/25 Marketing Update**

- a. Discuss FY 24 results, and projects for FY 25.
  - i. FY 24 digital campaign results and passport stats
  - ii. 2022 brochure distribution
  - iii. Passport prizes
  - iv. Iowa State Fair passport check-in locations
- b. Discuss FY 25 Draft Budget
  - i. Inclusion of Industry Education line item

**IV. Other Business**

**V. Comments from Guests (limited to 10 minutes each guest)**

**Please Note:**

The meeting will convene no earlier than stated above, but may begin later, depending upon the length of earlier meetings. Some members of the board may participate electronically due to travel issues. Agenda items may be considered out of order at the discretion of the Board.

\*This meeting will be accessible to members of the public in person at IEDA or click on the link above to request the link to participate in the meeting via Teams. You will be directed to register to receive the link.

