

AGENDA
Iowa Wine, Beer and Spirits Promotion Board
Board Meeting
October 17, 2024
10:00 a.m.
Location: McNarney Conference Room, IEDA Offices
[Teams link](#)

I. Industry Updates

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

Christie Jensen
Noreen Otto
Jeff Quint

II. FY 24/25 Marketing Update

- a. Discuss projects for FY 25.
 - i. Passport – stats, prizes
 - ii. Crowdriff Content Creators

III. Discuss FY 25 Draft Budget

- a. 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.

