

MINUTES
Iowa Wine, Beer and Spirits Promotion Board
July 9, 2024
10:00 a.m.
Microsoft Teams Meeting

BOARD MEMBERS PRESENT:

Noreen Otto, Iowa Brewers Guild
Jeff Quint, Iowa Spirits Industry
Christie Jensen, Iowa Wine Growers Association

BOARD MEMBERS ABSENT:

None

STAFF MEMBERS PRESENT:

Stephanie Neppl, Tourism Liaison

OTHERS PRESENT:

Stephanie Strauss, Iowa Alcoholic Beverages Division

I. Iowa Wine, Beer, and Spirits Economic Impact Report Update

- a. The board has approved the new economic impact reports, and they will now be distributed.

II. Industry Updates

- a. *Christie – Iowa Wine Growers Association*
 - i. *The Iowa State Wine Competition had record number of entries (171).*
 - ii. *The Wine Experience will be expanded this year at the Iowa State Fair.*
 - iii. *May was Iowa Wine Month and the new wine trail weekends initiative was well received.*
 - iv. *Feb 11, 2025 is the Iowa Specialty Producers Conference and will be more workshop style.*
 - v. *Looking to hold a consumer event in February 2025.*
- b. *Noreen – Iowa Brewers Guild*
 - i. *Reported positive conversations during recent legislative outreach and will look to host some of the delegation during the August recess.*
 - ii. *June was Iowa Beer Month and the Iowa Craft Brew Festival had a record attendance. Having a few wineries participate was well received. Next year’s event will be June 7, 2025 also at Water Works Park for its 15 year anniversary.*



