IOWA ECONOMIC DEVELOPMENT AUTHORITY

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

BOARD MEMBERS PRESENT:

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

- iii. The IBG launched "Yield of Dreams" and it will be available at the Craft Beer Tent at the Iowa State Fair and in tap rooms later this summer.
- c. Jeff Iowa Spirits Industry
 - i. The industry entered the year struggling and globally the industry has been challenged.

III. FY 24/25 Marketing Update

- a. Discuss FY 24 results, and projects for FY 25.
 - i. The FY 24 digital campaign results report was shared.
 - ii. The 2022 wine and beer brochure will no longer be distributed as it's out of date.
 - iii. New passport prizes will be ordered cooler bag sling, insulated cups and stickers will be ordered and points restructured with the additional prizes.
 - iv. Iowa State Fair passport check-ins will be available at the Craft Beer Tent and Iowa Wine Experience.
- b. Discuss FY 25 Draft Budget
 - The board discussed initial thoughts on the new fiscal year.
 \$25,000 was allocated to support digital campaigns for the next few months, and a final budget will be approved at the October meeting.
- IV. **Comments from Guests** (limited to 10 minutes each guest) Stephanie Strauss shared an HF2648 Update that the necessary changes to the eLAPS system needed to implement the law change were successfully completed and turned on in mid-June. So far, the department has received 11 applications for 5-day licenses from native manufacturers.