

AGENDA Iowa Wine, Beer and Spirits Promotion Board Board Meeting May 14, 2025 10:00 a.m. Location: Missouri River Conference Room, IEDA Offices <u>Teams link</u>

I. Industry Updates

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

II. FY 25 Marketing Update

- a. Spring Campaign update FH marketing report
- b. Discuss projects for FY 25.
 - i. Iowa Wine, Beer and Distillery Passports
 - 1. Relaunch/Bandwango contract
 - 2. Collateral and marketing
 - 3. Adding Iowa State Fair check-ins
- c. Newsletters
- III. Discuss FY 25 Budget
- IV. New Spirits Industry rep and appointment letters
- V. Other Business

VI. 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.

Page 1 of 1

GOVERNOR KIM REYNOLDS | LT. GOVERNOR ADAM GREGG | DIRECTOR DEBI DURHAM

Christie Jensen Noreen Otto Jeff Quint