

MINUTES
Iowa Wine, Beer and Spirits Promotion Board
May 14, 2025
10:00 a.m.
IEDA Offices/Teams meeting

BOARD MEMBERS PRESENT:	BOARD MEMBERS ABSENT:
Noreen Otto, Iowa Brewers Guild	None
Jeff Quint, Iowa Spirits Industry	
Christie Jensen, Iowa Wine Growers Association	

STAFF MEMBERS PRESENT:
Stephanie Neppl, IEDA
Amy Zeigler, IEDA

OTHERS PRESENT:
Stephanie Strauss, Iowa ABD
Tyler Ackerson, Iowa Department of Revenue
Gigi Wood, Des Moines Business Record

- I. Industry Updates**
- a. Christie – Iowa Wine Growers Association*
 - i. Noted the 2026 Conference will be held in March at Oscar Carl Vineyard and will be scaled down to offer more hands-on experiences for attendees.
 - ii. May is Iowa Wine Month, and the IWGA has provided a new toolkit for its members. Wine trails are a big part of the celebrations.
 - iii. To meet a new goal of growing its newsletter list, they have placed table tents at member businesses that included a giveaway and has yielded a significant number of entries.
 - iv. Wine education for members has included a marketing webinar series that was well supported and welcomed.
 - v. The wine industry scholarships have been well received by wineries.
 - vi. Planning for the Iowa Wine Experience at the Iowa State Fair is underway and they can hire outside judges this year.
 - b. Noreen – Iowa Brewers Guild*
 - i. Two Iowa breweries, Flix Brewhouse and Exile, won medals at the World Beer Cup, the biggest competition globally with breweries from 51 countries competing and 10,000 beer entries.
 - ii. June is a big month with the Iowa Brew Day on June 4th and the Iowa Craft Brew Festival on June 7th. The festival has a record number of participants and includes several distilleries and

- wineries. The new Yield of Dreams brew will be launched at the Iowa State Fair again this year.
- iii. The IBG has been working closely with Choose Iowa and noted excitement about partnership opportunities.

c. *Jeff – Iowa Spirits Industry*

- i. There has not been a discussion about creating a spirits association.

II. FY 25 Marketing Update

- a. The Spring Campaign has performed well and resulted in 717 passport signups and 11,900 website visits in the first two months.
- b. The Iowa Wine, Beer and Distillery Passports will be refreshed in July 2025, and will be under a new Travel Iowa license going forward, meaning one less budget item for the board. Passport use in 2024 had great growth in both signups and check-ins. Recent text messages resulted in 142 signups in one day.
- c. Newsletters sent to passport users are also performing well. The Distillery newsletter in March 2025 had a 41% open rate and 19% click rate, and the wine newsletter in May had a 34.8% open rate and 16.4% click rate. The beer newsletter will be sent in early June.
- d. We will go ahead and reproduce coasters again to encourage signups and passport usage. It is noted a new QR code will be created and will be tracked. We will also create a one-page handout to share the free marketing opportunities breweries, wineries and distilleries can take advantage of, including the events calendar on Travel Iowa.com.
- o Passport check-ins will be created for the Iowa Craft Brew Festival and Iowa State Fair for the Iowa Wine Experience and Iowa Craft Beer tent.

III. FY 25 Budget

- a. The board reviewed the current financial reports and will share budget suggestions for FY2026. Noreen proposed more funding be discussed for education as the need is substantial.

IV. New Spirits Industry rep and appointment letters

- a. The board members will all need to be re-appointed. Jeff is working on finding a replacement for his position.

V. Comments from Guests (limited to 10 minutes each guest) – Stephanie Strauss announced she is retiring this month and is being replaced by Tyler Ackerson, who was also present and introduced himself to the board.

The meeting ended at 11.29am.