### IOWA ECONOMIC DEVELOPMENT AUTHORITY

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# AGENDA Iowa Wine, Beer and Spirits Promotion Board Board Meeting September 24, 2025 1:00 p.m.

Location: Helmick 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 Ryan Burchett

# II. Review and discuss FY 25 and FY 26 Budgets

## III. Marketing Projects Discussion

- a. FY 2025 Spring/Summer Campaign results
- b. Iowa Wine, Beer and Distillery Passport refresh
- c. Review FY 26 marketing campaign plans

### 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.