

Meeting Notes
Iowa Wine, Beer and Spirits Promotion Board
Date/Time: April 25, 2024 at 10 am
Location: Microsoft Teams

1. Roll Call and Introductions
 - a. Stephanie Neppel – IEDA
 - b. Jeff Quint – Iowa Spirits Industry
 - c. Stephanie Strauss – Iowa Alcoholic Beverages Division (guest)
 - d. Jace Mikels, Iowa Senate Democratic Caucus Staff (guest)
 - e. Evan Johnson, Iowa General Assembly (guest)
 - f. Terry Roberson, IEDA (guest)
2. Industry Updates
 - a. Jeff Quint– Iowa Spirits Industry
 - i. Mentioned that revenues had flattened
3. FY 24 Budget Update
 - a. Terry Roberson shared the current financial report, including current and estimated new revenues from the spirits industry.
4. Iowa Wine, Beer, and Spirits Economic Impact Report Update
 - a. The draft report has been distributed and feedback will be provided to Fourth Economy.
 - b. This board will reconvene to review updated versions of the three industry reports.
5. FY24 Marketing Plan Discussion
 - a. Shared info on marketing successes for the spring campaign – which resulted in 1,400 sign-ups and 360 check-ins for the month of April.
 - b. Brochure distribution of the 2022 Wine and Beer Brochure was addressed.
6. Other Business
7. Comments from Guests (limited to 10 minutes each guest) – none.
8. Adjourned at 10:42 am.