

**COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES**

**CAVE Office
August 8th, 2018
9:00am-10:30am**

I. Call to Order

Board members Garrett Portra, Sherrie Hamilton, Monty Haltiner, Brandon Witham, James Ferguson, and Christopher Leader were present. Staff present was Cassidee Shull. Guest present was Stephanie Fransen-Hicks. The meeting was called to order at 9:05am.

II. Approval of Agenda

Monty motioned to approve the agenda. James seconded the motion. The agenda was approved by the board.

III. Approval of Minutes and

James motioned to approve the July 11th meeting minutes. Monty seconded the motion. The minutes were approved by the board.

IV. Executive Directors Report

Cassidee presented the Executive Director's Report. With Winefest just over a month away, final preparations are underway. Ticket sales are pacing higher than ever with almost all events sold out and less than 350 General Admission tickets left!

The current ticket sales for Mountain Winefest are listed below.

- Wine, Dine & Paint - Sold Out
- Grand Mesa Wine Country Bus Tour - 42 out of 57 tickets sold
- Wine & Cheese Pairing Seminar – Sold Out
- Chocolate & Wine Tasting – Sold Out
- Wine Blending Workshop – 16 out of 30 tickets sold
- National Monument Wine Country Bus Tour - 14 out of 33 tickets sold
- VIP – Sold Out
- General Admission – 335 left (4465 sold)
- Non-Drinker – 106 tickets sold
- Shuttle Tickets – 876 tickets sold

Cassidee requested that any member wineries save any broken down wine boxes for the Winefest Wine Storage tent. The board reviewed the wine selection for the VIP wine tent. The wine is being selected for the seminars and chef demos during The Festival in the Park. There was discussion regarding invoicing for the wines being brought in for the CA vs CO wine seminar. The wines will be purchased from Fisher's Liquor Barn and with all invoices being made out to CAVE. Cassidee will work with chefs on all other wines needed for the demos. A discussion was had regarding a winery that was unable to participate in Mountain Winefest this year after missing the application deadline. The board discussed how to handle space constraints regarding winery and vendor booth sizes. Several ideas were discussed. A potential solution would be to only offer a limited number of double booth sizes at premium pricing and select the wineries at random. Another idea was to do away with double booth sizes altogether and only offer 10x20 spaces for wineries. All of these issues will be taken into account once the vendor survey is sent out after Winefest this year and the debrief session is held after Winefest this fall.

V. Committee Reports

○ **Lobbying**

Stephanie presented the lobbying report.

Regulatory meetings have been going on since mid-June. CAVE's Cork & Carry law was put into statute in August. Any Colorado winery is able to offer this to their customers as long as they meet the Small Food Requirement. The full legislative language is posted on the CAVE website and will be sent out to the membership in the next CAVE newsletter.

Representative Jeff Bridges approached the Cider and Brewers Guild and asked for CAVE's opinion on running a bill that would allow other alcohol to be sold in tasting rooms (beer, spirits and wine). The board discussed that, on the surface, this sounds like a good idea, but logistically, it will be very difficult to put into place. The general consensus of the board was that if an entity would like to offer beer, wine and spirits in a tasting room, run a liquor store or pull a Tavern License. This idea is already in place and waters down what the industry already does.

Garret motioned to not support this concept. James seconded the motion. There was no discussion. The motion passed unanimously.

The board discussed the Growers License. There was concern that some member wineries may not be in support of this bill. The board discussed best practices moving forward with the Growers License. At this point in time, the board felt like it is too late to begin searching for sponsorship to move forward with a bill, especially since the membership has not been surveyed and is overall unaware of the bill. It was the general consensus to table the Grower License and place an open discussion during a VinCO lobbying session prepared by Christopher and Kaibab. This would allow the membership the opportunity to give feedback before deciding to move forward.

Monty motioned to table the Grower's License until next session. Garrett seconded the motion. The motion passed unanimously.

o **Education**

The board discussed the last meeting held with CWIDB and CSU regarding the Viticulture Specialist. CJ compiled the list of items needed for the job description and will be moving forward from there. There will be an Advisory Committee compiled of both CWIDB, CSU and CAVE members to oversee the position once filled.

o **Finance**

Christopher presented the Finance Committee update. Everything is looking to be in order moving into Mountain Winefest.

o **Personnel**

The board discussed protocol for attending meetings and events involving legislative matters.

o **Marketing**

Cassidee presented the Marketing Committee update. The new WineColorado.org site has launched. If you have not done so already, please login and familiarize yourself with the new site and features.

The ColoradoWineExperience.com site will be next to launch. This site will have an easy to use events submission form for wineries to upload upcoming public facing events.

The Copper Crush Wine Fest is taking place August 18 in Copper. CAVE will have representation, selling Cellar Dweller t-shirts, posters and the Winelands books, promoting Winefest (the food & wine pairings, seeing as we believe that GA tickets will be sold out by then).

VI. New Business

There was no new business.

VII. Old Business

Cassidee updated the board on the potential collaboration between the Sweetheart 5k race taking place next February 16th in Fruita. She has reached out to the event organizers and has offered to partner with this event taking place next year. The 5k takes place mid morning and CAVE could potentially run a smaller Chocolate & Wine tasting event, similar to what is done during Winefest. This could take place at their Community Center. Tickets could be sold for \$35-\$40 dollars with a percentage going to the the 5k organizers to pay for the space. Enstroms could come on as the chocolate sponsor and a caterer would be contacted to bring in light food. The event would run from 3:00pm-5:00pm or 5:00pm-7:00pm depending of the boards thoughts. Tickets would be capped at 120. Seven to nine wineries would need to be brought in to pour sips of wine. Marketing for this event normally begins in November. Cassidee will reach back out to the event organizers and let them know that CAVE and the Colorado wine industry are on board. Fruita will begin marketing the event mid-November. An email will be sent to the industry requesting participation in October after Winefest. We will look into the possibility of a lottery discussion for this new event. The potential revenue for this event exceeds \$4,200 with tickets sales at \$35 per person. Cassidee will pull together a cost analysis of wine and food and bring together a potential budget to the board for the next meeting.

VIII. Adjourn

The meeting was adjourned at 10:35am

Next Board Meeting: CAVE Office, September 26 at the CAVE Office.

Cassidee Shull, CAVE Executive Director

Approved at October 17th, 2018 Board meeting



Kaibab Sauvage, President