

**COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
CAVE Office
November 14th, 2018
9:00am-10:30am**

I. Call to Order

The meeting was called to order at 9:02am. Board members present were Monty Haltiner, James Ferguson, Phillip Patton, Dave Aschwanden, Christopher Leader and Brandon Witham. Sherrie Hamilton joined by phone. Staff present was Cassidee Shull. Guests present was Stephanie Fransen-Hicks.

II. Approval of Agenda

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

III. Approval of Minutes

Christopher motioned to approve the October 17th meeting minutes. James seconded the motion. The minutes were approved by the board.

IV. Executive Directors Report

Tickets for Colorado Mountain Winefest will go on sale November 26th at 9:00am for Cyber Monday. 250 discounted GA tickets will be available at this time for \$45.00. At 10:00am, all other tickets for The Festival in the Park will be available.

Cassidee updated the board on updated taking place next year at Riverbend Park. The Town of Palisade will be removing the standing bathrooms inside of the park as well as updating the electrical outlets and adding permanent wifi. All things that will add to the overall experience of Winefest, vendors and attendees.

Double winery booths were discussed once again. Garret's comments were discussed after last month's meeting. A breakdown of the past 4 years was reviewed. The board discussed offering booths by license numbers versus winery labels. The board tabled the discussion until the December meeting. A decision will need to be made before the Winery and Vendor applications go out in March and VinCO takes place next January.

Monty reiterated that the purpose for of Winefest is to raise money for CAVE and VinCO, not to raise money for individual wineries.

V. Committee Reports

1. Lobbying

Stephanie presented the lobbying report. LED held their rules meeting a week ago. Everyone from the industry was able to testify regarding the Wine Direct Shippers Permit. The stakeholders were worried that the new language could potentially impact the industry the wine festival permit, Patrick reassured everyone that this was not the case and that this would not apply to the wine festival permit. Stephanie feels that the language is still a little too vague, for example, it does not apply to internet sales, etc. She will keep the board updated regarding this matter.

Cassidee attended the Colorado Uncorked Event in Denver and awarded Rep. Leslie Herod the 2018 Legislator of the Year award in last week. The event was well attended and received!

The Cider Guild is moving forward with their legislation to remove them from any Wine Development fees and in return, prohibiting the Wine Board from promoting Cider in the future.

2. Education

VinCO Registration is live with 10 people registered per day thus far. All online registration ends on January 10th. The tentative schedule, lodging specials and registration can be found online at www.WineColorado.org. CAVE and WCHS will be planning a joint dinner the evening of January 16th at Café Sol for board members, spouses and VinCO Speakers.

The Awards of Excellence applications are also online. The categories are Winery of the Year, Grower of the Year and Friend of the Colorado Wine Industry. All applications are due to the CAVE office by January 4th. None have been received thus far.

Registration for the 9th Annual VinCO Conference and Trade Show is live. All online registration for the

conference will end on January 10th at 5:00pm. Pre-registration is available at the following prices:

CAVE Members - \$10 per person, per day

Non-Members - \$35 per person, per day

Students - \$5 per person, per day

Lunch \$15

Banquet \$40

Day of pricing is available at the following pricing:

CAVE Members - \$35 per person, per day

Non-Members - \$45 per person, per day

Students - \$10 per person, per day

Lunch \$20

Banquet \$50

The Amateur Winemakers Competition took place November 3rd at the Wine Country Inn. We had 96 entries this year. All that entered the competition will be able to attend the Award Ceremony during VinCO free of charge. The board discussed feedback from one of the Am Wine entrants regarding the judging process. Monty will reach out and discuss further.

Applications for the 2019 CAVE Scholarship Program are being updated.

3. **Finance**

Cassidee reviewed the 2019 working budget with the board. Approval of the 2019 budget will take place at the December board meeting.

4. **Personnel**

The board discussed the insurance premiums increase for 2019.

5. **Marketing**

The new websites are live and promotion and communication has gone out to the membership. Please continue to utilize these new features for the continued growth of our industry.

Old Business

We have 6 Board of Director Nominations, Juliann Adams (Palisade Chamber of Commerce), Peter Borup (Certified Wine Instructor/Wine Sommelier), Ben Parsons (The Infinite Monkey Theorem), Ulla Merz (Bookcliff Vineyards), Scott Smith (Palisade Vineyard Owner) and Patric Matysiewski (Carboy Winery). Voting will begin this week and run through the first week of December. All voting will take place online and each current CAVE member will receive only ONE vote. Multiple votes will be void.

The Colorado Winefest Art Contest has been announced. The deadline for entry is January 4th with a \$700 cash prize being awarded to the winner. There will be a new online voting mechanism featured this year as well.

Cassidee began her Leadership Journey with the Colorado Tourism Office during the 2018 Colorado Governor's Conference in Vail and presented her update.

Information will be sent out to the wineries regarding participation in the Sweetheart 5k taking place in February.

VI. **New Business**

Cassidee attended the CWIDB meeting on Monday and was made aware that their board has not allocated any scholarship funding for VinCO at this time. A motion was made by the CWIDB to revisit this line item during next December board meeting. Cassidee will keep the CAVE board updated as to the status of this sponsorship.

VII. **Adjourn**

The meeting was adjourned at 10:16am

Next Board Meeting: CAVE Office, December 12th at the CAVE Office.

Cassidee Shull, CAVE Executive Director

Approved at December 12, 2018 Board meeting



Kaibab Sauvage, President