

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

I. Call to Order

The meeting was called to order at 9:06am. Kaibab Sauvage, Monty Haltiner, James Ferguson, Sherrie Hamilton, Dave Ashwanden and Brandon Witham joined in the CAVE office. Garrett Portra joined by phone. Staff present was Cassidee Shull. Guest present was Stephanie Fransen-Hicks.

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

James motioned to approve the April 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. The Colorado Mountain Winefest winery applications were due April 13th. The office received 60 winery applications, a new record. The logistics committee met to begin outlining the park before moving onto accepting the vendors. The application deadline for vendors was April 27th. The office has received 65 vendor applications, 10 of which are plated food vendors. With VIP Tickets sold out, we have sold 1,690 General Admission tickets, 30 Non-Drinker and 389 shuttle tickets so far. All Mountain Winefest events will go on sale to the public on May 11th at 9:00am. The two events taking place at Wine Country Inn went on sale on May 4th, the Wine and Cheese Pairing Seminar and the Chocolate and Wine Tasting. To date two Wine and Cheese Pairing tickets and 22 Chocolate & Wine tickets have been sold. The 2018 Commemorative Winefest Posters are now available. CAVE members are able to purchase prints in groups of 10 for \$80 each while the public is able to purchase prints for \$15 or \$30 signed by the artist. Mountain Winefest totes and glasses have been ordered. Winefest posters and brochures will be ordered later this month. Winefest was featured in Spoke & Blossom in April, please pick up a copy!

Mountain Winefest was nominated by The Daily Sentinel "Best of the West" for Best Local Festival and took 2nd!

V. Committee Reports

1. Lobbying

Stephanie gave the Lobbying Update. Today is the last day of session and they are obligated to finish by midnight tonight.

SB-243 is making it difficult for grocery stores to compete with liquor stores. Stephanie will continue to monitor this bill.

SB-198 regards grocery stores and convenient stores, it will be postponed indefinitely.

Stephanie will send over a full legislative report next week reviewing the session and of all the bills monitored this year.

2. Education

The VinCO & Education Committee as well as the Western Colorado Horticultural Society met in April. The first draft of the VinCO schedule is complete! THE WCHS Board is confirming their speakers and is looking to go live with their vendor registration within the next month.

The Customer Service Staff Training Workshop taking place in June is live with registration moving quickly. This seminar will be offered June 11th at Balistreri Vineyards and June 13th at Wine Country Inn. This hands on workshop will teach tasting room staff to better connect with customers and learn to manage a variety of tasting room scenarios. Master of Wine, Ashley Hausman Vaughters will also teach a Wine Service portion of the workshop and touch on promoting the Colorado wine industry as a whole. Registration is \$25 for CAVE members and \$35 for non-members. Day of registration will be \$30 for CAVE members and \$40 for non-members. To date, we have 24 registered for the June 11th workshop and 15 registered for the June 13th workshop.

Kaibab updated the board on the Viticulture Extension meeting the Colorado Wine Industry Development Board held in April. The grant was approved for the Extension Specialist. The CWIDB is working with CSU to have their portion of the grant paid in-kind. It is looking like the position will go to hire in February/March of 2019.

3. Finance

The Finance Committee met with Sandie and everything is in order, with Colorado Mountain Winefest the ticket sales ahead of last year.

4. Personnel

Amy will begin working as the Administrative Assistant for CAVE on May 14th. Her duties will include Mountain Winefest vendor assistance and other day to day tasks.

5. Marketing

Cassidee updated the board on the opportunity to partner with the World Affairs Council this August or September to bring in a keynote speaker regarding wine on a global scale, relating it to the Grand Valley and Colorado. The contact is asking CAVE for speaker suggestions but has their own committee to coordinate and execute the planning process. CAVE members would be able to attend the conference or speaking engagement for free. This speaker should be community focused, rather than industry focused. Cassidee has sent potential contacts including Paul Wagner and Rick Kushman of Bottle Talk. Board liaisons on this project include Christopher Leader and Michael Barton. Other ideas included Paul Hobbs and Mike Veseth. A new version of the CAVE Website will be sent to the board for review this week.

VI. Old Business

The board discussed wine donations for this Friday's Grand Valley Beer Festival.

The board discussed the proposed group health insurance plan. Both WCHS and the Fruit and Vegetable Growers are interested in partnering if a group plan is available.

The board discussed the Blending House Project. Both James and Brian with Talon Winery will reach out to Christopher regarding a brainstorming meeting.

VII. New Business

With the new Palisade Gas Station opening soon, the board discussed possibilities of CAVE and Colorado Mountain Winefest having a presence. Cassidee will reach out to the manager regarding Winefest poster and brochure placement, and potentially a permanent Colorado Mountain Winefest poster being hung.

Adjourn

The meeting was adjourned at 9:55am.

Next Board Meeting: CAVE Office, June 14th at 9:00am at the CAVE Office.

Cassidee Shull, CAVE Executive Director

Approved at June 19th, 2018 Board meeting



Kaibab Sauvage, President