

**COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
CAVE Office
June 19th, 2018
9:00am-10:30am**

I. Call to Order

The meeting was called to order at 9:09am Kaibab Sauvage, Dave Aschwanden, Christopher Leader and Brandon Witham joined the meeting. Garrett Portra joined by phone Staff present was Cassidee Shull. Guest present was Stephanie Fransen-Hicks.

II. Approval of Agenda

Brandon motioned to approve the agenda. Christopher seconded the motion. The agenda was approved by the board.

III. Approval of Minutes

Brandon motioned to approve the May 9th meeting minutes. Dave seconded the motion. The minutes were approved by the board.

IV. Executive Directors Report

Cassidee presented the Executive Director's Report. All of the Mountain Winefest vendors have been selected and contacted. The 2018 Winefest will have 60 participating wineries and 40 participating vendors. The Mountain Winefest ticket update is as follows:

- Wine, Dine & Paint - 35 out of 55 tickets sold
- Grand Mesa Wine Country Bus Tour - 22 out of 57 tickets sold
- Wine & Cheese Pairing Seminar – Sold Out
- Chocolate & Wine Tasting - 122 out of 130 tickets sold
- Wine Blending Workshop - 9 out of 30 tickets sold
- National Monument Wine Country Bus Tour - 4 out of 33 tickets sold
- VIP – Sold Out
- General Admission – 2,503 tickets sold
- Non-Drinker – 46 tickets sold
- Shuttle Tickets - 561 tickets sold

All of the events taking place inside of The Festival in the Park (Educational Seminars, Chef Demos, Live Music, etc.) have been planned and are being promoted online. The Winefest window posters and brochures have been ordered and have been sent out to the participating wineries, Alpine Banks, Visitors Centers. The remainder will be placed throughout the Grand Valley stores in the next few weeks. Please let the CAVE office know if you have any other ideas of where posters and brochures can be distributed.

V. Committee Reports

1. Lobbying

Stephanie updated the board with her lobbying report. The Governor's signing window has closed. Everything that has been presented during session has been signed or vetoed. Regulatory meetings have started. Stephanie sits in on several of these regulatory committees and will continue to update the board.

SB-79 passed which now classifies Sake as wine. After speaking with Doug Caskey, the Wine Board will discuss if Sake will pay the Development Tax. The CAVE Board will remain neutral on this decision but will reach out to these Sake producers to encourage them to join CAVE.

Stephanie will provide the 2018 Legislative Report within the next week. This report will be available on the CAVE website.

2. Education

The VinCO schedule is updated and the next VinCO and Education Committee meeting will be held this Thursday at 10:00am at the CAVE and Colorado Winefest office. This will be the last meeting before Mountain Winefest.

The Tasting Room Customer Service Staff Training Seminars took place last week and were very well received. In total, we had 31 attending the Denver seminar and 44 attending the Palisade seminar. A survey has been sent out to those attending to gather feedback from the event. Sandra Hess and Ashley Hausman Vaughters were the seminar presenters, focusing on Direct to Consumer conversion rates and Colorado wine service and facts. The power points have been sent to the attendees and will be available on the CAVE website.

The CWIDB held a Research Committee meeting on May 31st at the CSU Research Center. They reviewed the timeline for Dr. Caspari's projects that included the following: Cropping reliability, Cold temperature mitigation and avoidance, identifying areas suitable for expanded wine grape production, alternatives to bilateral VSP to optimize yield and quality with different trellis/training systems. CAVE and the CWIDB were asked to send out an industry-wide email requesting assistance with grower cooperation concerning rootstock trials in the spring of 2019 (18 months) for a range of varieties.

The board also discussed the possibility of utilizing areal drones to assist with viewing and tracking damaged vines. Kaibab and Cassidee are in contact with several companies at the moment.

3. **Finance**

Christopher gave the Finance Committee update. Everything is looking in order as we approach Mountain Winefest, both in terms of income and expenses. A Finance Committee Meeting will be held prior to the July Board Meeting.

4. **Personnel**

Cassidee reported that she will be receiving the Inaugural Young Alumni Who's Who Award from Colorado Mesa University this July due to her work with CAVE & Colorado Mountain Winefest.

5. **Marketing**

Cassidee reviewed the new WineColorado.org website with the board. There are several new functions to this site, including the ability for members to post their classified directly, an auto-renew feature for purchasing online membership and the ability for members to have access to certain pages such as resources from VinCO. This new website is very close to going live. It is looking like it will take a full year to incorporate the membership into the new site with the updated payment form and member login. Please take the weekend to go through the site once more and send all feedback to Cassidee as we would like for the site to go live by the week of June 25th. With the launch of the new website expected soon, the board also discussed connecting with the membership through a new, private Facebook Group. This will be rolled out with the new website.

ColoradoWineries.com is available for purchase from Christie Robson. She is willing to transfer the domain name in exchange for tickets to Mountain Winefest. The board discussed this opportunity but was not interested. Cassidee will reach out to Christie and thank her for the opportunity.

Cassidee updated the board on the Copper Crush Wine Festival taking place August 17-19 at Copper. This new event will allow Colorado wineries the ability to sell by the bottle. A reminder email was sent out to CAVE wineries encouraging participation. CAVE will have a booth promoting the Winelands of Colorado book, Cellar Dweller and selling tickets to Mountain Winefest. The Saturday Grand Tasting will take place from 12:00pm-5:00pm. Discounted hotel rooms are available through Stephanie Carson, the event coordinator. If you would like to take part, please reach out to her soon as she will be pulling the permit shortly.

Cassidee met with Palisade Sunrise Rotary regarding the Wine Trail App involving businesses on the Palisade Fruit & Wine Byway. The mobile app will be sold for \$20 with \$7 going to the developers. The remainder will go towards the Rotary and CAVE, \$10 going towards the Rotary and \$3 going towards CAVE. Cassidee will work with the Rotary to bring on the wineries (working out the discounts, etc.) as well as promoting the app ahead of Colorado Mountain Winefest.

VI. **Old Business**

Dave updated the board on the CMU Wine Fest and the possibility of moving the event from fall to summer. After discussing this further with event organizers and sponsors, it doesn't look like the event will be changing times in the near future.

VII. New Business

The CWIDB met last Friday at the CSU Research Center. Many things were covered, including the Governor's Cup, the CSU Viticulture & Enology Program and the Wine Board media update. There was quite a bit of feedback from those that attended the Palisade Tasting Room Training Workshop surrounding the timing of this year's Governor's Cup. Ashley brought up this feedback during the Wine Board Meeting on Friday. The Wine Board decided to change the timing of the competition from July to September to keep the gap to two months between the competition and the public facing event (now held in November). The other thought behind this, was to encourage more public facing ticket sales to the event in November. Jessica Davis with CSU then reported that the CSU Viticulture & Enology Program will not be accepting any more students this fall due to low enrollment. The program is currently being placed on "hiatus". The Ram's Point winery will be focused on paying back its debt through the sale of their wine. Both the research and development of viticulture & enology will continue forward with Dr. Menke and Dr. Caspari through CSU. There was also an update on the construction on the CSU Research Center that is scheduled to begin in the next 3 weeks. Two new buildings will be built, but so far, the project is 1.6 million dollars over budget. They are currently working towards moving funds around to find additional funding. The Wine Board also reviewed their media update, going over the billboards and the the

Ulla with Bookcliff Vineyards expressed her concern that there may be a conflict of interest with Stephanie Fransen Hicks and the Tavern League. The board will monitor the situation.

Michael Barton tendered his resignation in May as a CAVE Board Member. Cassidee pulled the votes from the 2018 election and has contacted the runner-up, Phillip Paton. He is willing and eager to participate on the board and will be able to attend the July Board Meeting.

In light of the Winter Wine Festival being canceled, the board discussed the possibility of a new fundraiser. Combining efforts with Sweetheart Run in Fruita that coincides with Valentine's Day was discussed. Cassidee will reach out to the event organizers to see if there are any thoughts on collaborating in the future.

VIII. Adjourn

The meeting was adjourned at 9:58am

Next Board Meeting: CAVE Office, July 11th at 9:00am at the CAVE Office.

Cassidee Shull, CAVE Executive Director

Approved at July 11th, 2018 Board meeting



Kaibab Sauvage, President

