

**COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
CAVE Office
July 11th, 2018
9:00am-10:30am**

I. Call to Order

The meeting was called to order at 9:03am. Kaibab Sauvage, Phillip Patton, Monty Haltiner, Sherrie Hamilton, James Ferguson, Christopher Leader, Dave Aschwanden joined the meeting. Garrett Portra and Brandon Witham joined by phone. Staff present was Cassidee Shull.

II. Approval of Agenda

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

III. Approval of Minutes and introductions

Monty motioned to approve the June 19th meeting minutes. Sherrie seconded the motion. The minutes were approved by the board.

The board welcomed Phillip Patton to the CAVE board of directors and introduced themselves.

IV. Executive Directors Report

Cassidee presented the Executive Director's Report. The current ticket sales for Mountain Winefest are listed below.

- Wine, Dine & Paint - 45 out of 55 tickets sold
- Grand Mesa Wine Country Bus Tour - 30 out of 57 tickets sold
- Wine & Cheese Pairing Seminar – Sold Out
- Chocolate & Wine Tasting – Sold Out
- Wine Blending Workshop – 11 out of 30
- National Monument Wine Country Bus Tour - 4 out of 33 tickets sold
- VIP – Sold Out
- General Admission – 2,284 tickets sold
- Non-Drinker – 54 tickets sold
- Shuttle Tickets – 661 tickets sold

Cassidee discussed the festival's evacuation plan in the event of severe weather. The board discussed looking into additional insurance in the event of an evacuation and all tickets must be refunded. Cassidee will look into what this additional cost will be.

V. Committee Reports

1. Lobbying

There was no lobbying report.

2. Education

The VinCO Conference Schedule now includes the WCHS program as well. The registration is looking to go live this fall after Winefest. Kaibab will follow up regarding online registration for exhibitors. The next WCHS meeting will take place in September.

Cassidee updated the board on the educational seminar that took place July 10th at Wine Country Inn featuring Matt Ridge from Laffort. The free seminar was attended by 14 CAVE members, offered a 45-minute seminar focusing on the brand and a wine tasting and hors d'oeuvres afterward.

The Specialty Blocks Crop Grant Meeting will take place next Tuesday, July 17 at Orchard Mesa Research Center and will review the job description for this position. All board members are welcome to attend.

3. Finance

Christopher gave the Finance Committee update. The Finance Committee met earlier this week. The board discussed CAVE's operating checking accounts in both Alpine Bank and Colorado National Bank. To pay for everything for Winefest, we need to move about half over CNB transferred over to Alpine Bank

for operating expenses. The Finance Committee brought up the possibility of looking into CDs or other savings options. There was discussion. Christopher will continue to look into this.

4. Personnel

Monty updated the board on the latest change in the Group Health Insurance Plan. Rocky Mountain Health Plans was purchased by United Health Plans. Cassidee will reach out to Stephanie and Eunice, our our new Insurance Agent on behalf of CAVE, to see if there is any more headway on a group policy for CAVE, WCHS and other associations.

5. Marketing

The re-launch of WineColorado.org and ColoradoWineExperience.com is expected shortly. Current CAVE members are being uploaded so that each has a unique login and password to access members-only pages such as resources, event posting, etc. Coinciding with this launch will be a members-only Facebook page to encourage more frequent communication between members outside of email.

VI. Old Business

Cassidee updated the board on the potential collaboration between the Sweetheart 5k taking place next February in Fruita. She has reached out to the event organizers and has offered to partner with this event taking place next February. She will have a more thorough update for the board next month.

VII. New Business

Dave attended the Telluride Wine Festival with one other CO winery. The event organizer asked if he and/or other board members would be willing to run a Colorado wine seminar. The board discussed the demographic attending this event. A potential presenter discussed was author Ray Lincoln who spoke at Mountain Winefest several years ago. If needed, staff will reach out to him in the future. Dave will be touch base as more information is given.

The board also discussed potential partnerships with other mountain towns and events such as Vail and the Big Beers and Barley Festival. A partnership with the Colorado Rockies was also discussed.

VIII. Adjourn

The meeting was adjourned at 10:21am

Next Board Meeting: CAVE Office, August at 9:00am at the CAVE Office.

Cassidee Shull, CAVE Executive Director

Approved at August, 2018 Board meeting



Kaibab Sauvage, President

