

COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
CAVE Office
February 4th, 2019
9:00am-10:30am

I. Call to Order

The meeting was called to order at 9:00am. Board members present were Dave Aschwanden, Juliann Adams, James Ferguson, Monty Haltiner, Scott Smith, Sherrie Hamilton and Peter Borup. Ulla Merz and Phillip Paton joined by phone. Staff present was Cassidee Shull. Guest present was Stephanie Hicks.

II. Approval of Agenda

Scott motioned to approve the agenda. Juliann seconded the motion. The agenda was approved by the board.

III. Approval of Minutes

Juliann motioned to approve the January 14th meeting minutes. Dave seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee presented the latest Colorado Mountain Winefest ticket sales update. 1,291 General Admission tickets have been sold with VIP tickets being sold out since early January. Winery applications will be available March 1st with the new application deadline being March 15th at 5:00pm. Cassidee updated the board on a few CAVE member's questions regarding the application process so far. The Colorado Mountain Winefest committee will meet at the end of the month to begin planning the shoulder events, selecting music as well as planning other items as needed.

V. Committee Reports

a. Legislative

Stephanie updated the board on the Sales Tax Bill (SB 6). Since CAVE has joined the Sales Tax Coalition in January, we are receiving updates on the status of the Sales Tax Bill. These will be sent to the legislative committee moving forward. SB-6 has passed through the senate completely.

b. Education

The board discussed the 2019 VinCO Conference, survey results and feedback. There were concerns regarding how one of the CAVE speakers was spoken to and treated by a member of the industry.

The VinCO & Education Committee will meet in the coming weeks to begin planning the 2020 conference as well as the additional education seminars held this spring/summer. Tentatively, CAVE is looking to co-host a Sensory Analysis Workshop with Jenne Baldwin-Eaton on March 30 at WCCC. More information to come.

The Viticulture Extension Specialist position is now open through February 19th. Cassidee sits on the hiring committee and will continue to update the board on the process. This position should be filled this spring.

c. Winefest

The board discussed additional Winefest items.

d. Finance

The Finance Committee will meet in February ahead of the March 4th meeting. There was no Finance Committee Update.

e. Personnel

Cassidee updated the board on the new hire process for an Administrative Assistant to begin May-October. The job description and interview questions will be sent to the personnel committee for review and approval before posting.

f. Marketing

Tickets are now on sale for the inaugural Sweetheart Chocolate & Wine Festival taking place February 16th in Fruita. Please help spread the word by sharing our Facebook event!

VI. Old Business

The Colorado Winefest Art Contest was a huge success. The event brought in 23 entries and the new online voting mechanism saw over 1,300 votes from around the states! The reception was held at The Blue Pig Gallery on January 25th and saw a crowd of over 120. The winning piece was selected by the public through online voting and was Dennis B. Lytle's "Palisade Vine". This piece will be used in Mountain Winefest marketing and promotion for the remainder of the year.

The board discussed the Amateur Winemaker Conference. Monty will put together an email and send out to the CAVE staff and other members interested in seeing this project through. This will include Juliann, Sherrie, Peter, Monty and Cassidee.

VII. New Business

The strategic board meeting will take place March 4th. Final details will be sent out at a later date. This all day meeting will conclude with a CAVE Board Meeting at the end of the day.

Cassidee updated the board on her latest CTO Leadership Journey Experience. The next experience will take place in April in Grand Junction. She will reach out to wineries interested in potentially hosting the group for a wine dinner or donating product for the event.

VIII. Next Board Meeting: CAVE Office, March 4th 2019 Wine Country Inn

IX. Adjourn

The meeting was adjourned at 10:09am

Cassidee Shull, CAVE Executive Director

Approved at March 2019 Board meeting

 Monty Haltiner, President