

COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
Two River Convention Center
January 14th, 2018
9:00am-10:30am

I. Call to Order

The meeting was called to order at 9:07 am. Board members present were Dave Aschwanden, Juliann Adams, James Ferguson, Phillip Patton, Monty Haltiner, Kaibab Sauvage, Scott Smith, Sherrie Hamilton, Ulla Merz and Peter Borup. Staff present was Cassidee Shull. Guest present was Stephanie Hicks.

II. Approval of Agenda

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

III. Approval of Minutes

Phillip motioned to approve the December 12th meeting minutes. Monty seconded the motion. The minutes were approved by the board.

IV. Introductions

The board and staff introduced themselves.

V. Officer Selections

The board selected their 2019 President, Vice President and Treasurer.

Kaibab nominated Monty to serve as the CAVE board president, James as the Vice President and Peter as the Treasurer. Sherrie seconded the motion. The motion passed unanimously.

VI. Committee Selection

The board selected the 2019 committee chairs and members.

Education Committee:

Responsible for coordinating and organizing speakers and seminars for the annual VinCO Conference every January as well as additional educational seminars held each spring. This committee meets monthly for one hour February through August. Chaired by Phillip and will include Peter, Dave and Scott.

Finance Committee:

Responsible for working with the Treasurer and staff to present reports, budgets and anything else requested of the board. Chaired by Peter and will include Phillip and Monty and CAVE staff.

Personnel Committee:

Responsible for general Human Resource items, performance evaluations and workplace policies. Chaired by Monty and will include Scott and Peter.

Legislative Committee:

Works closely with staff and CAVE lobbyist regarding legislative issues pertinent to the Colorado wine industry and the CAVE membership. Chaired by Sherrie and will include Juliann and Ulla as well as Cassidee and Stephanie.

Marketing Committee:

Responsible for marketing of CAVE and the Colorado wine industry. Chaired by James and will include Phillip, Juliann, CAVE Staff and the Long Point Digital marketing team.

Winefest Committee:

Responsible for assisting ED and staff with Colorado Mountain Winefest preparations. Chaired by Dave and will include James, Sherrie, Juliann and Peter.

VII. Membership Meeting

Cassidee presented the agenda and outline for the 2019 Annual Membership Meeting.

Ulla suggested that an email be sent to the membership this week for those that are not able to attend VinCO to be made aware of the changes to Mountain Winefest winery booths. Cassidee has many notifications and reminders scheduled for the membership to ensure the changes are communicated effectively.

VIII. Executive Director's Report

Cassidee presented the latest Colorado Mountain Winefest ticket sales update. VIP tickets to Mountain Winefest sold out on January 3rd, earlier than ever in the history of the event. Over 1,050 General Admission tickets have been sold. Winery application will be available March 1st with the new deadline being March 15th at 5:00pm. All 2018 sponsors have been resigned with new sponsors being contacted.

IX. Committee Reports

1. Legislative

Stephanie gave the legislative update. The legislature started two weeks ago with over 150 bills introduced so far. This is looking to be one of the most bill heavy sessions to date. There are 35 new legislators this year who need to be educated on our issues and our industry.

Stephanie updated the board on the Simplifying Sales Tax Coalition. Cassidee and Stephanie met with this group last month and discussed their goals, members and the cost to join. The board discussed the pros and cons of joining. The membership cost is \$2,500 annually.

Cassidee's recommendation is to join the Sales Tax Coalition for \$2,500 annually

James motioned to join the Sales Tax Coalition for \$2,500 annually. Juliann seconded the motion. There was discussion. The motion passed unanimously.

2. Education

Cassidee updated the board on the 2019 VinCO registration. Pre-registration is high with more new members attending the conference than ever before. Applications are now available for the 2019 CAVE Scholarship Program.

3. Finance

The board reviewed the 2019 budget. The board discussed who the new signers would be on the accounts.

Monty motioned to remove Kaibab Sauvage and Linda Brauns as a signer from both the Colorado National Bank and Alpine Bank accounts Sherrie seconded the motion. The motion passed unanimously.

Monty motioned to add Juliann Adams as a signer to both the Colorado National Bank (account # 117218) and Alpine Bank (account # 7070720771 and 7070023795 and 8970528587) accounts. James seconded the motion. The motion passed unanimously.

Ulla requested that the balance sheet be sent each month with all board materials prior to board meetings.

4. Personnel

Cassidee updated the board on the new hire process for an Administrative Assistant to begin May-October.

Monty discussed Cassidee's professional development through the CTO Leadership Journey.

5. 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!

X. Old Business

The 2019 Colorado Winefest Art Contest Deadline was January 4th. There were a total of 23 entries. The selection committee narrowed it down to the top 3 that will be voted on by the public through online voting for two weeks. The reception will take place at the Blue Pig Gallery on Friday, January 25th from 5:30pm 7:30pm where the winning piece will be announced.

The board discussed the opportunity and possibility to bring the Amateur Winemaker Magazine conference to Colorado> Monty is looking into this opportunity, though it will likely take place in the several years. He is working with the VCB and the City of GJ.

Cassidee updated the board on the CSU/CWIDB/CAVE Viticulture Extension Specialist hiring process. CSU is in the final stages of announcing the position with the hopes of having the position filled in the next 2-3 months. Cassidee, Doug Caskey, CJ Mucklow of CSU and Horst will sit on the Hiring Committee.

XI. New Business

The board discussed planning a strategic board meeting this spring. Monty and Cassidee will work out the details and contact the board to confirm dates.

XII. Adjourn

The meeting was adjourned at 10:42am

XIII. Next Board Meeting: CAVE Office, February 4th at 9:00am

Cassidee Shull, CAVE Executive Director

Approved at March, 2019 Board meeting



Monty Haltiner, President

