



CAVE
COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY
BOARD MEETING MINUTES
CAVE Office
July 8th, 2019
9:00am-10:30am

I. Call to Order

The meeting was called to order at 9:01am. Board members present were Monty Haltiner, Scott Smith, Juliann Adams, Sherrie Hamilton, Dave Ashwanden, Phil Patton and Ulla Merz. On the phone was Peter Borup. Staff present was Cassidee Shull. Guests present were Doug Caskey and Stephanie Fransen Hicks.

II. Approval of Agenda

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

III. Approval of Minutes

Juliann motioned to approve the June 17th meeting minutes. Scott seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee presented the Executive Director's Report. She will be attending her last Leadership Program Experience next week in Fort Collins. The entire experience culminates at the 2019 Colorado Governor's Tourism Conference in Denver this October where the class will graduate and welcome the class of 2020. The entire experience through the Colorado Tourism Office has been overwhelming and life changing. Several leadership books were required reading for the program and have been very inspirational over the past 9 months. Cassidee is happy to lend out or reference any of them to any who are interested!

A reminder will be sent out regarding the upcoming CRA bar and restaurant show taking place this September in Denver. The application for the CAVE booth will be completed this week and a call for wine will be sent out in August.

V. Committee Reports

1. Legislative

Stephanie presented the final legislative report. The board noticed a few Sales Tax Bills were missing from the final report. An updated report will be provided and available on the CAVE website shortly. The next Liquor Enforcement Division meeting will take place next week after being postponed for the holiday.

Stephanie spoke to wineries with Vintners licenses attending Winefest. LED has issued a change of opinion regarding these licenses. They are allowed to sample wines but not sell under a Wine Festival and Special Event Permit.

There is a Rulemaking Meeting coming up on July 17th.

There was discussion surrounding Contiguous Regulation in Colorado. You are required to have a contiguous space if you expand. By federal law, it is not required and a radius is allowed. On August 28th, this idea would be allowed to be entertained in front of the LED Rulemaking Group. This may be a statutory issue. Ulla will send the information to Stephanie before the next meeting.

Liquor Enforcement has changed the Value of Labor Rule by emergency ruling. The requirement to only touch a product 4 days a week has been removed. A retailer cannot require it, nor can a supplier. There will be a hearing on a new rule in August.

The next Sales Tax Simplification meeting will take place July 22nd. Stephanie will attend and update the board afterwards.

2. Education

The next CAVE Quarterly Meetup will take place in August. The Grand Valley Meetup will take place August 29th at the CSU Research station and will include a brief tour of the facility and welcome from Miranda Ulmer. More information will be sent out in the coming weeks.

Miranda Ulmer has sent out a survey to all industry partners (CAVE, CSU and the CWIDB emails lists) Please take just a few moments to send your responses in by July 22nd. A link will be shared on CAVE's socials sites as well.

3. Winefest

All tickets to Mountain Winefest are on sale with the first shoulder event, Chocolate & Wine, selling out last week. There are just 522 general admission tickets left. There are 23 Wine Dine and Paint tickets left, 11 Grand Mesa Wine Country Bus Tour tickets left, 14 Riedel tickets left, but the majority of all of the Sunday tickets left (Sip and Stretch, Town and Country Bus Tour and Intro to Grape Growing). Please help spread the word about these events!

The Food & Wine Pairings are shaping up nicely and we are looking to partner with Visit Grand Junction on a digital marketing buy to help grow them even further!

4. Finance

The board discussed moving funds into a CD account at Grand Valley Bank.

Scott motioned to move \$150,000 from the Grand Valley checking account into a three-year CD at Grand Valley Bank. Juliann seconded the motion.

The board discussed creating a liability plan in the event Winefest must be canceled due to weather or another unforeseen event. Cassidee and Sandie will calculate this and will bring this information to the board during budget season.

5. Personnel

Cassidee updated the board on the administrative assistant position. Additional help for the day of Winefest was also discussed.

6. Marketing

The board discussed the new Cellar Dweller initiative.

Ulla brought up the idea of the 3-wine bottle carriers that she used to coordinate for the wine industry. The board discussed taking on this initiative and soliciting orders for the membership. The total cost per box was around \$1.70 depending on quantity ordered. Cassidee will reach out to Long Point Digital regarding a redesign as well as Deline Packaging for a printing quote. Designs should be ready for board review ahead of the August meeting.

The board also discussed the possibility of coordinating bottles, corks and glasses as a membership benefit.

7. CWIDB Update

Doug presented the CWIDB update. He mentioned that Miranda's survey is a requirement of the grant and encouraged everyone to take a few moments to complete it. He also reminded the board that we must come up with a funding mechanism to keep this position in place for the future.

VI. Old Business

There was no old business.

VII. New Business

Cassidee updated the board that Eventbrite's ticketing contract is up for renewal. The board discussed the contract.

Juliann motions to renew the Eventbrite contract Monty seconds the motion. The motion passed unanimously.

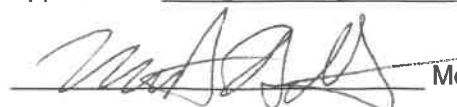
VIII. Adjourn

The meeting was adjourned at 10:50am

Next Board Meeting: CAVE Office, August 12th, 2019, at 9:00am

Cassidee Shull, CAVE Executive Director

Approved at October, 2019 Board meeting



Monty Haltiner, President

