

COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
CAVE Office
August 12th, 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 Peter Borup. On the phone was Ulla Merz. Staff present was Cassidee Shull. Guests present were Steve Flynn and Miranda Ulmer.

II. Approval of Agenda

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

III. Approval of Minutes

James motioned to approve the July 8th meeting minutes as amended. Peter seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee brought a maintenance request for the Palisade Plunge to the board. This ongoing sponsorship will maintain trails for the upcoming tourism draw. The board discussed this proposal. Cassidee will send the form to the board and membership for review.

Cassidee presented an idea discussed with Ashley Hausman, Master Sommelier. Ashley will return from her travels this fall and will present her idea and proposal to the board fully this October or November. The board looks forward to hearing more on this.

An update was given regarding the Colorado Bar & Restaurant Show this September. A cross referenced list has been compiled of wineries not attending Mountain Winefest. These member wineries will be contacted regarding wine for the upcoming CRA show. Cassidee will reach out to Monty, Peter and Juliann offline to coordinate the conference logistics.

V. Committee Reports

1. Legislative

Cassidee presented the legislative report discussing the latest regarding the Sales Tax Coalition. SB-6 Solicitation has been released and posted. This RFP is for the Technology Sales and Use Tax Simplification System. The Office of Information and Technology decided to remove the GIS and Address locator build out of the RFP and build it themselves. This decision was made internally and without input from the coalition and brings up many questions including cost, timeframe and functionality. The coalition will meet with the Director of OIT at the end of August to hopefully address these questions and concerns. The Sales Force Coalition also voted to extend the task force formally and are working on a one-page to help answer these question ahead of the bill/vote next session. The Sales Tax Coalition was formed in 2017 by HB-1216.

The Department of Revenue will not move the deadline or extension again regarding sales tax. They have made enhancements to their website and have included webinars offering information and assistance. Please use the certified databases when filing.

Ulla motioned to increase Stephanie Fransen's pay so that she may provide a summary regarding the rulemaking changes affecting the winemaking industry. The motion was not seconded and failed.

Ulla motioned to request Stephanie to provide a written summary regarding the rulemaking changes affecting the wine industry. The motion was not seconded and failed.

Cassidee will reach out to Stephanie upon her return and discuss the board's request.

The next rulemaking meeting is August 28th.

The CWIDB will reach out to the Ag Commissioner regarding moving forward with the Contiguous License.

2. **Education**

The next CAVE Quarterly Meetups will take place August 27th in Denver, August 28th in Delta County and August 29th in the Grand Valley, please make sure to sign up and participate.

Cassidee updated the board on the weather stations. Horst was planning on getting the weather stations back to the CSU Western campus last week to figure out what the damage is.

Miranda Ulmer presented her Viticulture Extension Update. An industry-wide survey was sent out during her first several weeks on the job. She is compiling that data and will present it at the September board meeting. She is also sending out a weekly newsletter and working on a Colorado Grape Growers website that includes an online forum.

3. **Winefest**

Colorado Mountain Winefest sold out on July 22nd, two months before the Festival in the Park, setting a new record. CAVE has partnered with Lyte.com, a secured third party ticketing site, for those who wish to exchange or purchase tickets to our sold out events. 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 being promoted online, please help spread the word! A concert the evening of Winefest has been announced as Las Colonias Amphitheater. Two Rivers contacted CAVE regarding a direct marketing partnership for the event.

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 funds have been moved into the CD at Grand Valley Bank and interest is already being earned. Peter encouraged the board to familiarize themselves with the 990 file.

Cassidee and Sandie are continuing to create the Liability plan for Mountain Winefest.

5. **Personnel**

There was no personnel update.

6. **Marketing**

Cassidee reviewed the first proof of the 3-bottle wine carrier with the board. There was discussion regarding the photos selected. A Dropbox file will be created and high resolution photos will be added to be selected upon.

Cassidee encouraged the board to utilize CAVE's marketing and social tools including the classifieds board, event calendar and social media outlets.

7. **CWIDB Update**

Cassidee updated the board on the CWIDB retreat that she attended last week in Glenwood Springs.

VI. **Old Business**

There was no old business.

VII. **New Business**

The Town of Palisade has offered CAVE/Colorado Mountain Winefest a \$200 Disc Golf Hole sponsor at Riverbend Park for \$200 in the future. The board discussed this proposal.

The board also discussed the nomination process for future members.

VIII. **Adjourn**

The meeting was adjourned at 10:41am

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

Cassidee Shull, CAVE Executive Director

Approved at October, 2019 Board meeting



Monty Haltiner, President

