

**COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)**  
**BOARD MEETING MINUTES**  
**Two Rivers Convention Center**  
**January 20<sup>th</sup>, 2020**  
**9:00am-11:00am**

**I. Call to Order**

The meeting was called to order at 9:01am. Board members present were Phil Patton, Dave Aschwanden, Monty Haltiner, Peter Borup, Scott Smith, James Ferguson, Juliann Adams and Ulla Mertz. On the phone was Simone Spinner. Staff present was Cassidee Shull. Guests present were Miranda Ulmer, Matt Walter, Doug Caskey and Stephanie Hicks.

**II. Approval of Agenda**

*Juliann Adams motioned to approve the agenda. Peter seconded the motion. The agenda was approved by the board.*

**III. Approval of Minutes**

*Phil motioned to approve the December 9<sup>th</sup> meeting minutes. Scott seconded the motion. The minutes were approved by the board as amended.*

**IV. Introductions**

The board and staff introduced themselves and gave background on what brought them into the industry and this board position.

**V. Officer Selection**

The board selected the 2020 officers. The positions of President, Vice President and Treasurer are open.

*Monty nominated Peter as Treasurer. Juliann nominated James as Vice President. James nominated Monty as President. There was no discussion.*

**VI. Committee Selections**

The board reviewed and selected their 2020 chairs and committees.

The Legislative Committee will be chaired by Ulla and is composed of Peter, Juliann, Simone Stephanie and CAVE staff.

The Education Committee will be chaired by Phil and is composed of Simone, Dave, Peter, CAVE staff and will include members of CAVE.

The Winefest Committee will be chaired by Dave and is composed of Monty, James, Phil, CAVE staff and will include members of CAVE.

The Finance Committee will be chaired by Peter and is composed of Scott, Phil, Monty and CAVE staff.

The Personnel Committee will be chaired by Monty and is composed of Dave, Scott and James.

The Marketing Committee will be chaired by Juliann and is composed of James, Scott, CAVE staff and Long Point Digital, CAVE's marketing firm.

**VII. Executive Director's Report**

Cassidee presented the Executive Director's report. She touched on the Annual Report she will give at the Membership Meeting this week. This report will be available in hard copy format on the CAVE website after VinCO.

She also updated the board on VinCO pre-registration numbers. There are over 60 registered for Monday's seminar, and over 120 registered each day. Day of registration averages 20+ so we are expecting another great turnout!

The board discussed who will be presenting the Awards of Excellence during the Banquet on Thursday. She also reviewed the membership meeting agenda.

## VIII. Viticulture Extension Report

Miranda gave the Viticulture Extension Update. She is anticipating presenting her seminars at VinCO this week. Miranda, Horst and Doug will continue to present the Viticulture Road Shows.

The discussion continues in regards to ongoing funding for the Viticulture Extension position.

## IX. Committee Reports

### a. Legislative Committee

Stephanie presented the legislative report. The 2020 session began on January 8<sup>th</sup> with 300 bills introduced thus far. Stephanie provided the Bill Tracker that makes it easy to follow along with what bills CAVE will be following and monitoring throughout the year. Stephanie reviewed several bills that she would like CAVE to take a stance on. These included HB-1022 and HB-1023, both having to do with the recent Sales Tax issues.

*James motioned to support HB-1022 and HB-1023. Dave seconded the motions. The motion passed unanimously.*

Stephanie also updated the board on SB-99, increasing the threshold from \$100,000 to \$200,000 for Sales Tax Collection.

*Dave motioned to support SB-99. Juliann seconded the motion. The motion passed unanimously.*

Stephanie updated the board on HB-1055, concerning the ability of a vintner's restaurant licensee to manufacture vinous liquors on alternating proprietor licensed premises.

*James motioned to support HB-1055. Ulla seconded the motion. The motion passed unanimously.*

Stephanie also had a meeting with the Cider Association and Distillers Guild. They would like to adjust the production cap for the distillers to make the license more attractive. The Cider Guild is adamant that CAVE's support is crucial to this bill. The board agreed that no position can be taken until language is seen.

### b. Education Committee

CAVE Scholarship Applications are now available online. The deadline is March 6<sup>th</sup>. 2019 scholarship recipients will give a brief update at the CAVE Membership Meeting during VinCO.

A Sprayer Calibration Seminar will be held March 22<sup>nd</sup> at the CSU Western Campus. CAVE will be sponsoring the hotel costs of the speakers and in return, CAVE members will receive discounted registration for the workshop. Cassidee will work with Horst after VinCO to place the registration online. Registration will be \$60 per person and \$40 per person for current CAVE members.

### c. Winefest Committee

Cassidee updated the board on Colorado Mountain Winefest. Our new title sponsorship is very excited to be part of the event this year! VIP tickets sold out in just 8 days with almost 2,000 General Admission tickets being sold to date. Additional events will be placed online around May.

The board discussed the 2020 Mountain Winefest application processes and procedures. Winery applications will be available March 2<sup>nd</sup> at 9:00 am with the deadline being March 13<sup>th</sup> at 5:00 pm. Vendor applications will also be available March 2<sup>nd</sup> with the deadline being April 24<sup>th</sup> at 5:00pm. There was discussion surrounding running a lottery for the double, 20x20 booths for this year's event. Those wineries that would like to attend Winefest with a double booth would select this option on their application and then be given a random number. Ten numbers would be selected using a random number generator. Those not accepted would be given the option to attend Winefest with a 10x20 booth.

*Ulla motioned to utilize a random lottery system to select the ten (10) double, 20x20 winery booth spaces at Colorado Mountain Winefest. If more than 10 (ten) wineries apply, a random number will be assigned to each winery and a random number generator will select the first 10 numbers. Monty seconded the motion. The motion passed with one member opposing.*

- d. **Finance Committee**
  - i. There was no finance update.
- e. **Personnel Committee**
  - i. There was no personnel update.
- f. **Marketing Committee**
  - i. There was no marketing update.

X. **CWIDB Update**

Doug presented the CWIDB update. The Specialty Crops Block Grant Deadline is February 3rd. He also updated the board that the CWIDB will be hosting This Is Colorado, a wine tasting event bringing together media and restaurateurs and Colorado wine April 20-23 on the Western Slope. More details to come.

The Wine Board is requesting photos for their upcoming marketing campaigns.

The Colorado Governor's Cup and Colorado Uncorked will take place again in 2020 with the hope that the winners will be announced in time to be printed in the Winefest program. Cassidee and Doug will work offline to coordinate these details.

XI. **Old Business**

The Colorado Winefest Art Contest is currently taking place online. There was a total of 28 entries, all hanging at The Blue Pig Gallery. Voting ends January 31<sup>st</sup> at 6:30pm.

XII. **New Business**

Cassidee brought up an issue of CAVE members with more than one business, LLC or DBA and what the process should be to process their membership. The board will discuss this further.

Ulla discussed creating a Nominating Committee when it comes time to recruit and nominate new CAVE Board members. This committee will also be responsible for vetting their background.

XIII. **Public Comment**

- a. There was no public comment.

XIV. **Next Board Meeting**

The next CAVE Board Meeting will take place Monday, February 10th at 9:00am at the CAVE office. All CAVE Board Meetings will take place the second Monday of the month at 9:00am. Cassidee will create a one-sheet will all meeting dates prior to the next board meeting.

XV. **Adjourn**

- a. The meeting was adjourned at 11:03am

XVI. Cassidee Shull, CAVE Executive Director

XVII. Approved at February, 2020 Board meeting

- a.  Monty Haltiner, President

