

I. Call to Order

The meeting was called to order at 9:00am. Board members present were Sherrie Hamilton, Dave Aschwanden, Juliann Adams, Monty Haltiner, and James Ferguson. On the phone was Scott Smith, Ulla Merz and Peter Borup. Staff present was Cassidee Shull. Guests present were Stephen Menke, Miranda Ulmer, Bob Witham, Bret Neal and Stephanie Fransen.

II. Approval of Agenda

James motioned to approve the agenda. Juliann seconded the motion. The agenda was approved by the board. With one member opposing.

III. Approval of Minutes

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

IV. Executive Director's Report

Cassidee presented the Executive Director's report. The first meeting for the CRAFT 201 grant was held with peer mentor Mimi Mather of Root Down. All parties are very excited to begin working with Palisade and the Tourism Advisory Board!

The board discussed a new member opportunity for a legal consult partnership. There was discussion. Cassidee was requested to reach out to the law firm and follow up with the board's request before the next meeting.

Cassidee attended the CWIDB Meeting last week and updated the board that the CWIDB will be supporting VinCO at a \$5,000 level, down from \$10,000 in 2019. The Wine Board will be revisiting their budget early next year to see if more funds can be allocated to CAVE's educational seminars.

V. Guest Presentation – Steve Menke

Steve Menke joined the meeting and gave a presentation regarding data mining and interactive tools for the wine industry, specifically CAVE, the membership and wine consumers.

The board thanked Steve for his time and will review his proposal and reach out with any questions.

VI. Viticulture Extension Report

Miranda presented her Viticulture Extension Report, presenting and reviewing the survey results. Tentatively, a joint viticulture meeting will be scheduled in January to review the survey results in detail. This will be discussed more thoroughly in the December meeting.

Miranda also updated the board that the Fort Collins and Montezuma Road Shows have had 8 to 9 attendees and have been well received. Canon City is next on the list to visit. Preparations are underway for the VinCO Conference. She will also be offering a Brown Bag Seminar at Rodgers Mesa on Cold Injury. Please attend!

VII. Committee Reports

1. Legislative

Stephanie reported on the Craft Meeting that took place earlier this month between the beer, wine and spirit industries. The Distillers Guild will be moving forward with a bill to increase their number of tasting rooms and the Cider Guild will be running a cleanup bill detailing their alcohol percentage.

The board reviewed the membership survey results regarding the non-contiguous license. There were over 25 responses as well as additional emails sent to staff. The overall tone was one of positivity but caution. Bob Witham joined the meeting and shared his thoughts as well. The board agreed to focus on doing what is best for the membership as a whole and that more time was needed. At this point, no legislative action will be taken in the 2020 session as further due diligence is needed. An email will be sent to those that responded to the survey thanking them for their feedback.

Cassidee updated the board on the status of the copyright issue. The CWIDB will be reimbursing the \$1,500 payment after it was approved at the last CWIDB Meeting.

2. Education

The final CAVE Quarterly Meetup of the year has been scheduled! They will take place December 10th at Williams Cellars, December 11th at Carboy Winery in Littleton and December 12th at Talon Winery. Registration will be available soon, please RSVP and take part in these fun and festive events.

VinCO registration is now live at the pricing set at the last board meeting. To date, we have about 10 registrants per day with online registration ending on January 16th. Please view the updated schedule and lodging specials at winecolorado.org!

Cassidee brought up the opportunity for Miranda to teach adjunct viticulture classes at WCCC. This would exist outside of her current duties within her grant and would begin in the fall. The board discussed this opportunity.

The 2019 CAVE Amateur Winemakers Competition was held November 2nd at the CSU Western Campus. Monty Haltiner coordinated the competition and saw an increase in entries with over 110 entering this year from all over Colorado and surrounding states! The award ceremony and panel discussion will be held on January 21st in conjunction with VinCO.

The CAVE Scholarship Program is set to go live this month with a deadline of March 6th, of 2020. In the past, CAVE has awarded \$2,500 to members interested in furthering their education. The board would like to review the application materials before they are presented to the membership.

3. **Winefest**

Cassidee updated the board on the status of the Mountain Winefest title sponsorship. Tickets to the 2020 event will go on sale during Cyber Monday on December 2nd at 9:00am. Applications for the 2020 event will be available on March 2nd at 9:00am. Ulla discussed the winery application process. This will be discussed further in the December meeting.

4. **Finance**

Peter presented the Finance report. The board reviewed the draft 2020 budget. There was discussion.

The board discussed Mountain Winefest ticket increases to potentially cover the Viticulture Extension position as well as increased costs in the park.

James motioned to increase membership effective January 1, 2020 by 20%. Juliann seconded the motion. The motion passed with one member in opposition.

5. **Personnel**

Cassidee reviewed the Organizational Flow Chart with the Board.

The board discussed the opportunity for a new vendor coordinator since hearing of the retirement of Mary Watson.

6. **Marketing**

Cassidee reviewed the 3-bottle wine carrier with the board and where it stands with bulk orders at this point.

The board reviewed Long Point Digital's marketing contract and renewed for 2020.

VIII. **CWIDB Update**

Bret presented the CWIDB Update. He updated the board on their recent CWIDB Meeting. He suggested holding a joint CAVE/CWIDB meeting in January ahead of VinCO regarding the Viticulture Extension position and the future of funding.

He reported on Colorado Uncorked. There was a question of making the Governor's Cup, Colorado wine only. By statute, this would not be possible.

IX. **Old Business**

CAVE Board nominations are now closed. There are 4 nominations for 3 open positions including Peter Borup, Dave Aschwanden, Simone FM Spinner and Logan Schlutz. Voting will take place online through December 13th. Get out and vote!

X. **New Business**

There was no new business.

XI. **Adjourn**

The meeting was adjourned at 11:01am

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

Cassidee Shull, CAVE Executive Director

Approved at  , 2019 Board meeting

 Monty Haltiner, President