

**COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)**  
**BOARD MEETING MINUTES**  
**CAVE Office**  
**February 10<sup>th</sup>, 2020**  
**9:00am-11:00am**

**I. Call to Order**

The meeting was called to order at 9:00am. Board members present were Phil Patton, Dave Aschwanden, Monty Haltiner, Scott Smith, James Ferguson and Juliann Adams. On the phone was Simone Spinner and Ulla Merz. Staff present was Cassidee Shull. Guests present were Stephanie Hicks, Miranda Ulmer and Doug Caskey.

**II. Approval of Agenda**

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

**III. Approval of Minutes**

*Juliann motioned to approve the January 20<sup>th</sup> meeting minutes. Scott seconded the motion. The minutes were approved by the board as amended.*

**IV. Executive Director's Report**

Cassidee gave the Executive Director's report. She reviewed the annual report. This document will be available on the CAVE website this month and sent out to the membership. A concise infographic will be created for membership recruitment and retention.

Cassidee would like to create and send out a Membership Satisfaction Survey. Questions would garner feedback ranging from length of membership to committee, event and volunteer engagement. The goal being to boost engagement, and retention and at the most basic level, continuing to open up the dialogue between staff, board and membership. Once the draft survey is created, the link will be sent out to the board for review. Cassidee would like to offer incentives for completing the survey. The board noted that smaller surveys are easier to digest.

Kathy Ondrus and Jenne Baldwin-Eaton brought to CAVE's attention that the Amateur Winemaker Conference is looking into Grand Junction as a future location. Organizers will be in Grand Junction late March and will be meeting with Cassidee, Monty among others to discuss details. This is very exciting as CAVE has been working on bringing the conference to Grand Junction since the passage of HB-1145 in 2017.

Cassidee updated the board on her call with WineAmerica. They are working on a nationwide survey of wine associations, focused on how each receives their funding. She will update more as data becomes available.

The first CAVE Quarterly Meetup of the year will take place this March. Only the Grand Valley event has been scheduled. Cassidee will send out a call to the membership to book the remainder of the March events.

Cassidee presented an update on the CRAFT 201 Grant to the board.

**V. Committee Reports**

**a. Legislative**

Ulla presented the legislative report. The committee discussed the Destination Sales Tax among other bills that CAVE is monitoring. The board discussed the non-contiguous premise issue that was brought up at the CAVE Membership Meeting. Juliann suggested another survey be sent to the membership making it clear what the language will do. The feeling after the membership meeting was unclear one way or the other whether to move forward or not. Doug clarified the Wine Board's background regarding the non-contiguous bill. The Wine Board did not table this issue but rather supported the language, it just came after the deadline to move forward with anything last year. It will go into the queue for the 2021 session.

Cassidee will include a link in the upcoming newsletter to encourage members to opt into the LED newsletter.

Stephanie gave an update on the remainder of the bills CAVE is monitoring.

**b. Education**

Cassidee presented the 2020 VinCO final report. She discussed the overall event and plans for the future. A survey was sent out the Monday after the event. The first WCHS meeting of the year will take place later in February. The board recommended approaching WCHS and offering to recruit the 5-10 wine and grape vendors for the 2021 show in return for 50% of the income. This was the amount of empty vendor spaces in the 2020 show.

Monty reminded board members that Awards such as the Awards of Excellence are not to be shared with recipients prior to the the Banquet.

Cassidee updated the board on the March 22<sup>nd</sup> Sprayer Calibration Seminar taking place from 8:00am-5:00pm at the CSU Western Campus. CAVE will be covering the lodging for the out of town speakers and will receive discounted registration for members, just \$40. Registration is live and can be found online or on Facebook. Capacity is limited to just 50, so sign up today!

**c. Winefest**

The board reviewed the winery applications that will be available March 2<sup>nd</sup> at 9:00am. The Winefest Committee will address the AVA Pledge as well as the how the VIP wines will be selected. A Winefest Committee meeting will be scheduled prior to the next CAVE Board Meeting.

Cassidee updated the board that staff has found a subcontractor to replace Mary Watson for Vendor Coordination throughout the year and during the Festival!

The Colorado Winefest Art Contest was held on January 31<sup>st</sup> at The Blue Pig with a record voter turnout. There were almost 1,500 votes tallied from across the world and "Colorado Uncorked" by Rob Childerston was chosen as the 2020 Winefest Poster. Prints will be available in March.

**d. Finance**

The finance committee will meet in March, after all of the expenses from VinCO are in, and present a quarterly report for the March Board of Directors meeting.

**e. Personnel**

The Personnel Committee will meet this month to set up standards and commitments for Cassidee's review.

**f. Marketing**

The Marketing Committee will meet later in the month regarding upcoming projects.

**VI. Viticulture Extension Update**

Miranda presented her updated. The theme for the upcoming season is pruning. She will get the information online for those unable to attend the seminars in person. There will be a webinar offered this Thursday, Feb. 13 at 10am. The information will be useful to beginners as well as experts. The presentations will be recorded and made available through the newsletters and website. Miranda will also be recording pruning videos.

The Viticulture Roadshow will take place this April. The board inquired about Miranda hosting a full day pruning workshop in the future.

**VII. CWIDB Update**

The Wine Board is moving ahead with the "This is Colorado Wine Camp" taking place in April. Their board meetings are scheduled and will take place in the coming months.

**VIII. Old Business**

**a. Nomination Committee**

The board discussed the possibility of a Nomination Committee. At this time, the CAVE Quarterly Meetups as well as engaging membership through individual committees act as membership outreach. Doug mentioned making CAVE Board Applications available throughout the year.

**IX. New Business**

Miranda brought the possibility of funding phylloxera resistant vines to the board's attention. This seemed like the opportunity for the Department of Ag.

There was discussion regarding the amount of grape production versus other Ag products such as peaches,

hemp and so on. Horst will have this information and the Education Chair will reach out to him once he returns from Germany.

**X. Public Comment**

There was no public comment.

**XI. Next Board Meeting**

The next CAVE Board Meeting will take place March 9<sup>th</sup> at 9:00am at the CAVE office or via conference call.

**XII. Adjourn**

The meeting was adjourned at 10:33am.

Cassidee Shull, CAVE Executive Director

Approved at March, 2020 Board meeting

  
Monty Haltiner, President

