

COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
CAVE Office
March 9, 2020
9:00am-11:00am

I. Call to Order

The meeting was called to order at 9:31am. Board members present were Phil Patton, Dave Aschwanden, Monty Haltiner, Scott Smith, James Ferguson and Juliann Adams. On the phone was Peter Borup, Ulla Merz and Simon Spinner. Staff present was Cassidee Shull.

Guests present were Stephanie Hicks, Miranda Ulmer and Doug Caskey.

II. Approval of Agenda

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

III. Approval of Minutes

Scott motioned to approve the amended February 10th meeting minutes. James seconded the motion. The minutes were approved by the board as amended.

IV. Viticulture Extension Update

Miranda presented the Viticulture Extension update. She held an online pruning webinar. It was very well attended! She will be heading to Canon City and Fort Collins later this spring. A Colorado Grape Growers Facebook Group has just been created, please join and be part of the online community.

V. CWIDB Update

Doug presented the CWIDB Update. He gave the updated attendance for This is Colorado Wine Camp being held this April in Palisade. The survey was sent out Friday for Business Development Topics, please fill it out and return. He also updated the CAVE board that The Wine Board is being sued by the Turley Wine Company regarding the wine development fees.

VI. Executive Director's Report

Cassidee gave the Executive Director's report. She reviewed the membership satisfaction survey that was sent to the board last week. The board discussed the survey and gave their feedback.

The next CAVE Quarterly Meetups are scheduled for March 24th at the WCCC Wine Lab and March 26th at Aspen Peak Cellars. Registration is live on the CAVE Website, please join us!

VII. Committee Reports

a. Legislative

Ulla presented the legislative report. The board voted to oppose the proposed refunds on excise tax via email last week. Stephanie updated the board that this bill was laid over.

The committee wanted to clarify the language surrounding the non-contiguous premise discussion and there is meeting set for March 13th at 11:00am to discuss further.

The Cider Guild has introduced a cleanup bill in regards to last year's bill removing themselves from the CWIDB fees last year.

b. Education

Phil presented the Education Committee Update. The Two Rivers Convention Center Contract for 2021 has been signed and the VinCO Conference dates are set for January 18-21 next year.

A DTC Seminar on April 20 in Denver and April 22 at Wine Country Inn has been scheduled and registration will be placed online shortly.

The WCHS Board has offered CAVE to sell 5 vendor booths for the 2021 conference to wine and grape vendors. CAVE will retain 50% of these fees.

Cassidee updated the board on the March 22nd 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 for just \$40. Registration is live and can be found online or on Facebook. Capacity is limited to just 50. To date, there are 12 attendees so far.

The scholarship application deadline was March 6th with only one application received. The Board reviewed the application. There was also discussion regarding the clarity of allowing employees of member wineries to apply for scholarships. This will be clarified in future applications.

Monty motioned to award Matt Colon \$500 for a scholarship and roll the remaining funds back into CAVE budget. James seconded the motion. The motion passed unanimously.

c. Winefest

The Winefest Committee met recently. All winery and Vendor applications are online and available now. Winery applications are due March 13. Vendor applications are due April 24. The Committee is working towards planning the additional events and have decided to give the Sunday Bus Tour a break and offer a Food & Wine Pairing event at the WCI on Friday afternoon featuring Guest Chef Elise Wiggins. All shoulder event tickets will go on sale this May. Ticket sales for General Admission are still pacing very well with an expected sell out early this summer.

Winefest art posters should be available in the office for purchase this month!

d. Finance

Peter presented the Finance Committee update.

e. Personnel

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

f. Marketing

The Marketing Committee will meet later in the month regarding upcoming projects. The Winefest websites, ColoradoWinefest.com, will be updated in April. The Marketing Committee will also be reviewing CAVE collateral in the future to assist with marketing and promoting the organization.

VIII. Old Business

There was no Old Business.

IX. New Business

There was no New Business.

X. Public Comment

There was no Public Comment.

XI. Next Board Meeting

The next CAVE Board Meeting will take place April 13th at 9:00am at the CAVE office or via conference call.

XII. Adjourn

The meeting was adjourned at 10:23am.

Cassidee Shull, CAVE Executive Director

Approved via Zoom at the April 2020 Board meeting
Monty Haltiner, President