

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
Conference Call
June 8th, 2020
9:00am-11:00am**

I. Call to Order

The meeting was called to order at 9:03am. Board members present were Phil Patton, Dave Aschwanden, Monty Haltiner, Scott Smith, James Ferguson, Juliann Adams, Peter Borup and Ulla Merz. 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. Peter seconded the motion. The agenda was approved by the board.

III. Approval of Minutes

Juliann motioned to approve the May 11th 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. She gave an update on the committee discussion surrounding Colorado Mountain Winefest. Mesa County will be putting forth a variance request in the coming weeks to include festivals and large events. However, the details are vague and the timing is unclear. If the variance request is put in by the end of the week, there could be weeks of negotiations between the county and the state, placed the June 30th deadline in jeopardy. There was vague discussion of a 50% capacity, masks vs distancing or both being required, etc. None of this changes the months of discussions regarding Winefest leading up to this meeting including the liability, shuttles, touch points, amount of out of state travelers, and so on. Many emails and phone calls received in the office are from attendees concerned about the safety of the event if it was to be held. The board discussed these items.

The board also discussed other festivals that are still planning to take place including Estes Park, the Front Range Wine Festival and Woodland Park. These events have set a deadline of June 30th before making their final decision to move forward or not. Peter made the comment, that though difficult, CAVE is a leader in the industry, and should be making decisions in the best interest of public safety and mitigating potential liability of the organization. It was also noted that all variances currently granted could be rescinded if Covid-9 numbers started to increase.

Monty motioned to cancel the 2020 Colorado Mountain Winefest, Festival in the Park. Peter seconded the motion. There was discussion. The motion passed with one member opposing.

Cassidee updated the board on the statewide restaurant reopening guidelines and the Industry Call that took place last week with LED. This call was recorded and can be found under "Covid-19 resources" on the CAVE website.

The board discussed the Viticulture Extension Specialist funding. CSU has approved CAVE's portion of the funding to be moved from "travel" to "salary" for the remainder of the grant seeing as travel is no longer applicable during the Covid-19 crisis. The board discussed these funds having the ability to be used for travel once it is permitted again. Miranda will follow up with CSU and will reach out to Cassidee once she has more information regarding this.

The Colorado Tourism Office has placed a request for photos of tourism destination featuring the "new normal". This includes wineries featuring customers wearing masks entering and exiting their establishments, guests socially distanced at tables, etc. A link will be sent out to the membership encouraging wineries to send in photos to be used in future marketing campaigns.

There are two open positions for the Colorado Parks & Wildlife Commission.

V. Committee Reports

a. Legislative

Ulla presented the Legislative Committee Update. The legislative committee discussed the final draft regarding the non-contiguous premises proposal. Ulla will send out the final draft to the board ahead of the July 13th meeting for review. The board will vote on the final wording at this meeting.

Stephanie presented an update regarding SB20-213, the Alcohol Beverage Retail Takeout and Delivery Bill. This will allow takeout and delivery of alcohol for the next two years.

b. Education

Phil presented the Education Committee update.

The board discussed the new virtual events being created. The first one is slated to take place this July and will feature three wineries, focusing on Chardonnay and Riesling. This will be a paid experience and will be moderated by Simone and Peter.

c. Winefest

The board discussed the timing of notifying Winefest attendees, the public, wineries and vendors regarding the cancellation of the event. It was agreed to send the Press Release as soon as possible.

Other virtual and smaller in-person events were discussed that could be held in the future. These included a Chocolate and Wine tasting, a Riedel seminar, a Wine, Dine & Paint event and more.

d. Finance

Peter presented the Finance Committee update. Peter called attention to the spreadsheet that Cassidee had placed in the folder regarding Winefest deposits and the potential tickets that could be donated back to the organization.

e. Personnel

Monty presented the personnel committee update.

Monty motioned to increase the Executive Director's salary by 5% effective July 1st and to have the salary back paid for the first six months of this year in one lump sum on the next Director's paycheck. Peter seconded the motion. There was discussion. The motion failed.

Monty motioned to increase the Executive Director's salary by 5% effective July 1st. Scott seconded the motion. The motion passed.

Monty motioned to rescind the salary raise, per the Executive Director's request. Scott seconded the motion. The motion passed.

f. Marketing

Cassidee updated the board that the new Winefest website is coming along nicely! Juliann will meet with the Marketing Committee regarding planning new events.

VI. Viticulture Extension Update

Miranda presented the Viticulture Extension update. She has created an online class that is almost half way completed. There used to be monthly grower calls, she would like to resurrect these. They will take place at the beginning of next month. The next topic will be field grafting. She will send out more information shortly. A crop estimation webinar will also be held in the future.

VII. CWIDB Update

Doug presented the CWIDB Update. The CWIDB sent out a survey regarding reopening under the new guidelines, they have received 17 responses so far. Over 2/3 of those surveyed have not been able to open under the new guidelines. Doug was able to reach out to those respondents and confirm that they did not understand the guidelines fully.

The board also discussed VinoShipper options for future events. Ulla wanted to explore what it means to be a market facilitator.

The Wine Board has created a promotional package that will be available to wineries in July. It includes a 6-bottle wine tote, a cork screw, 2 acrylic wine glasses and stickers. Each winery would receive 10 packages.

VIII. Old Business

Cassidee discussed the pause in winery membership renewals. During the April board meeting, the board decided to pause winery renewals through 7/31/20.

Phil motioned to postpone winery membership dues through August 31. Monty seconded the motion. There was discussion not to postpone dues further. The motion passed unanimously.

IX. New Business.

Board members encouraged staff to research and apply for grants including Energize Colorado, if possible.

X. Public Comment

There was no Public Comment.

XI. Next Board Meeting

The next CAVE Board Meeting will take place July 13 via conference call at 9:00am.

XII. Adjourn

The meeting was adjourned at 11:12am.

Cassidee Shull, CAVE Executive Director
Approved via Zoom at the June 2020 Board meeting
Monty Haltiner, President