

**COLORADO ASSOCIATION FOR  
VITICULTURE & ENOLOGY (CAVE)  
BOARD MEETING MINUTES**

**Conference Call**

**July 13, 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, Scott Smith, James Ferguson, Juliann Adams, Peter Borup, Simone FM Spinner and Ulla Merz. Staff present was Cassidee Shull.

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

**II. Approval of Agenda**

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

**III. Approval of Minutes**

*Scott motioned to approve the June 8<sup>th</sup> meeting minutes. Peter seconded the motion. The minutes were approved by the board.*

**IV. Presentation from Palisade Chamber of Commerce**

Andrew Weber with the Palisade Chamber of Commerce joined the meeting and presented a joint fundraising idea to the CAVE Board. This idea would also include the Grand Junction Daily Sentinel and would involve CAVE member wineries donating wine and or gift cards to be raffled or auctioned off during a certain period or a particular event like the upcoming Feast in the Fields. The Daily Sentinel would assist in marketing and sales through 970 Tix and pulling in sponsorships. All proceeds would be split between the Chamber and CAVE as a fundraiser. The board discussed this opportunity and will send to the Marketing Committee to discuss further.

**V. Executive Director's Report**

Cassidee now sits on the CTO Destination Development Committee. The first meeting will take place July 29. She also sat in on a meeting regarding the new CRAFT funding available for FY 21.

**VI. Committee Reports**

**a. Legislative**

Ulla presented the Legislative Committee Update.  
The board reviewed the updated non-contiguous language.

*Ulla motioned for the CAVE board to move forward in support of the legislation of non-contiguous spaces for Colorado wineries. Monty seconded the motion. There was discussion. The motion passed unanimously.*

Juliann was selected to represent the Colorado wine industry on the Rulemaking Committee.

Stephanie updated the board. The DOR has posted a lot of info regarding the Sales & Use Tax Systems. She will send out the links and information shortly.

The 2020 Legislative Final Report is available and will be uploaded to the CAVE website shortly.

Stephanie also reviewed what the Rulemaking Group is reviewing at this time.

**b. Education**

Phil presented the Education Committee. The committee met two weeks ago and recommends to the Board to move the 2021 VinCO Conference to a virtual platform. This recommendation came after learning that the Convention Center may be used as a potential additional hospital if needed due to the Covid-19 pandemic in the region. If needed, construction would start on TRCC the first of the year.

*Monty motioned to move VinCO 2021 from an in-person conference to a virtual conference for one year only. Dave seconded the motion. The motion passed unanimously.*

**c. Winefest**

The press release announcing the cancellation of Colorado Mountain Winefest went out to all wineries, vendors, volunteers and attendees on June 9<sup>th</sup>. The feedback from wineries, vendors, volunteers, and attendees has been overwhelmingly positive. After the news broke the story, the feedback from the community was less positive, however, which was to be expected, since Winefest is one of the largest events in the Grand Valley. Staff has also been disappointed in some of the feedback from members as well.

A submission form was created to allow ticket holders the option of receiving a full refund, or donating all or a portion of their ticket back to CAVE. These forms closed on July 3<sup>rd</sup> and were processed the week after. Those that donated \$50 or more will receive a signed poster and handwritten thank you note. Those that donated their full ticket will receive a signed poster, handwritten thank you note and will also be listed in the 2021 Colorado Mountain Winefest festival program. The total amount donated back to the organization was \$9,866.04. All of the ticket holders will have the first option to purchase tickets for the 2021 event once available.

The 2021 Colorado Mountain Winefest is schedule for September 16-19 with the Festival in the Park taking place Saturday, September 18<sup>th</sup>.

Cassidee updated the board on the Two Wines | Two Regions | Two Stories event taking place July 30<sup>th</sup>. This \$20 tasting will be moderated by Peter and Simone and will feature The Storm Cellar and Plum Creek Cellars. Jayme and Steve from the Storm Cellar and Cory Norsworthy from Plum Creek will be featured, tasting both their Riesling and Chardonnay's from both the Grand Valley and West Elks AVAs. Attendees are encouraged to purchase these wines ahead of time at either Fisher's Liquor Barn in Grand Junction or Argonaut Wine and Liquors in Denver.

Other upcoming seminars being planned include a Riedel Tasting led by Max Ariza as well as a 90pt Wine Tasting featuring Sutcliffe Vineyards. Both of these are tentatively scheduled in August.

It was also noted that Tim Bowers moved the Estes Park Wine Festival to Sept 19.

**d. Finance**

Peter presented the Finance Committee update. The board reviewed what the penalties would be to retrieve the CD. The board will continue to monitor the current financials monthly and retrieve the CD if needed.

**e. Personnel**

Monty presented the Personnel Committee update.

**f. Marketing**

James presented the Marketing Committee meeting update.

**VII. Viticulture Extension Update**

Miranda presented the Viticulture Extension update. She is almost done creating an online class which should be completed by August. The next Grower Call will take place July 27<sup>th</sup> at 1:00pm. She has also received a grant to test hemp taint on grapes which will begin this season.

**VIII. CWIDB Update**

Doug presented the CWIDB Update. The wine board sent out promo packages to 29 wineries, receiving a lot of positive responses. One of the discussions will be the future of this promotion and the potential involvement of CAVE. Branded masks are still available to distribute. A meeting is being held on July 20<sup>th</sup> to discuss Colorado Uncorked.

**IX. Old Business**

There was no Old Business.

**X. New Business**

There was no New Business.

**XI. Public Comment**

There was no Public Comment.

**XII. Next Board Meeting**

The next CAVE Board Meeting will take place August 10<sup>th</sup> via conference call at 9:00am.

**XIII. Adjourn**

The meeting was adjourned at 10.55am

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