

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
Conference Call
December 14th, 2020
9:00am-11:00am**

I. Call to Order

The meeting was called to order at 9:02am. Board members present were Phil Patton, Monty Haltiner, Simone Spinner, Juliann Adams, Scott Smith, James Ferguson and Ulla Merz. Staff present was Cassidee Shull.

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

II. Approval of Agenda

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

III. Approval of Minutes

James motioned to approve the November 9th meeting minutes as amended. Ulla seconded the motion. The minutes were approved by the board.

IV. Viticulture Extension Update

Miranda presented the Viticulture Extension update. Horst Caspari will be presenting a Cold Damage Overview at 1:00pm. He has performed over 20,000 bud assessments within the Western Slope to date. Miranda has also been fielding questions on cordon and trunk damage. They both will touch on this during this presentation.

Jenne and Miranda have packed and shipped all of the smoke damage samples to ETS, which they have generously offered to do 20 sample for free for our industry! Both Jenne and Miranda had decided to send the majority of Cab Franc and Marquette as well as few Riesling that were closest to the fire for a total of 24 samples. A workshop will take place this spring presenting the full results to the industry.

V. CWIDB Update

Doug presented the CWIDB update. The Wine Board is in the process is getting the foundation laid for the John Fielder project through the CTO. Applications will be going out to the industry shortly for those interested in taking part.

Adrian Miller is the newest Wine Board member, replacing Max Ariza.

Doug is also still working with the Spotted Lanterfly Working Group and will continue to update the CAVE Board on any progress.

VI. Executive Director's Report

Cassidee presented the Executive Director's Report. CAVE as well as the rest of the Liquid Arts, including the Colorado Brewers Guild, the Colorado Cider Guild and the Colorado Distillers Guild, received the Matching Marketing Grant from the Colorado Tourism Office! This online passport will feature discounts to member wineries (as well as breweries, cideries and distillers) across Colorado that will be redeemed by consumers. The Passports will be sold in different regions and lengths of time for varying costs (think of a statewide Passport that you have one year to use, or a Palisade Passport that you have one week to use) All revenue will be divided amongst the associations based upon their buy in and member participation. Participation forms will begin to go out near the end of the year, capturing interest, discounts, etc. The projected launch of the Passport is March/April. On top of revenue from the Passport, there is also the opportunity for Ad Sales of the platform as well!

Cassidee updated the board on her conversations with VinoShipper and the Alumni Wine Club.

She also updated the board on her conversations with the Governor's Office regarding the vaccine rollout and how that will impact the industry.

VII. Committee Reports

a. Legislative

The board reviewed the special session update that took place over the Thanksgiving weekend. Both Cassidee and Stephanie worked diligently to ensure that the Colorado wine industry was included in these bills. This included the Covid Relief Fund and the Sales Tax Relief bill. Manufacturing wineries and limited wineries are qualified for both of these bills.

The board also discussed the potential changes that the Brewers Guild is proposing to the Wine Festival Permit. Cassidee and Stephanie held a preliminary meeting the Brewers Guild Director and Lobbyist to collect more facts. A Legislative Committee meeting will be held this week to discuss further.

Information will be sent out to the membership regarding the updated SUTS Training Webinar

A meeting was held to discuss the questions from the non-contiguous bill drafter.

b. Education

The current registration for the 2021 VinCO Conference is 11 for Monday's Tasting Room Workshop and 24 for the remainder of the conference. If you have not already done so, please register for the conference and encourage your colleagues to do so as well!

Cassidee gave an update on the WCHS Conference. Due to Mesa County's current level and rise in Covid-19 cases, they have canceled their conference for 2021.

The nomination information has been sent out for the Awards for Excellence. The nomination deadline is January 8th. No nominees have been received to date.

c. Finance

The board reviewed the 2021 proposed budget. There was no change to salary and wages.

*Monty motioned to approved CAVE's 2021 budget. Scott seconded the motion.
The motion passed unanimously.*

d. Winefest

Tickets were not placed on sale for Colorado Mountain Winefest for Cyber Monday due to the current local level. The office is still in a holding pattern concerning when tickets can be placed on sale and are waiting on the current Mesa County Variance Levels to shift out of Red.

e. Marketing

Cassidee updated the board on the status of the 3-bottle wine carriers.

f. Personnel

The board discussed Peter Borup's resignation from the board. Cassidee explained that due to Peter having an additional year left to fulfill his term, she contacted the next board nominee from the year he was elected, Logan Schlutz. Logan happened to be running in the current election but accepted the offer to fill in for the remainder of Peter's term. His term will begin on January 1st.

VIII. Old Business

The 2020 CAVE Board Election is currently taking place. To date we have received over 50 votes, though the staff has not gone through and tallied duplicated and void votes. All votes are due not later than 5:00pm on December 18th.

The Colorado Winefest Art Contest is currently accepting entries through January 8th. The gallery space has moved to the Craig Gallery this year.

Ulla offered additional options for bookkeeping resources.

IX. New Business

The board confirmed the joint CWIDB and CAVE meeting on February 4th.

The board also discussed the agenda items for the Membership Meeting that will take place during the 2021 VinCO Conference. Cassidee will present a brief Annual Report, outlining what the organization accomplished

this year and what projects and changes are to come in 2021. It was suggested to spend additional time outlining the unique financial situation of 2020 and outlay the utilization of our Money Market account.

Ulla suggested looking into additional, multi-year fundraising opportunities in the future. Cassidee and the board echoed that the Passport Program has the potential to be an ongoing fundraiser with a base revenue generation of \$20,000. Furthermore, the Alumni Wine Club Program has the opportunity to garner additional funds as well.

Cassidee took a moment to thank Monty Haltiner for his 6 years of dedication and service to the CAVE board! She also wanted to recognize Phil and James, though currently re-running, regardless of the election outcome for their service on the CAVE board of directors. So much has been accomplished in the eight, years as your Executive Director of CAVE, but none of it would be possible without the incredible staff and board support. I think it is very important and imperative, especially in such challenging times such as this, to take a moment to reflect on just how far we have come, not only as an organization, but also as an industry.

X. Public Comment

There was no Public Comment.

XI. Next Board Meeting

The next CAVE Board Meeting will take place in January at a date to be determined after the newly elected board members have been contacted.

XII. Adjourn

The meeting was adjourned at 10:12am

Cassidee Shull, CAVE Executive Director

Approved at _____, 2020 Board meeting
_____ Monty Haltiner, President