

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
February 8th, 2021
9:00am-11:00am**

I. Call to Order

The meeting was called to order at 9:04am. Board members present were Phil Patton, Laura Black, Simone Spinner, Juliann Adams, Scott Smith, Ulla Merz and Dave Aschwanden. Staff present was Cassidee Shull.

Guests present were Stephanie Fransen-Hicks and Doug Caskey.

II. Approval of Agenda

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

III. Approval of Minutes

Laura motioned to approve the January 4th meeting minutes. Juliann seconded the motion. The minutes were approved by the board.

IV. Viticulture Extension Update

Doug and Cassidee presented the Viticulture Extension update. They informed the board the Miranda has accepted another position with Purdue and that her last day will be March 15. She is willing to do everything possible to assist with the transition.

Cassidee, Doug and CSU had a meeting discussing the possibility of offering a temporary hire through the end of the grant term (September) The board discussed this as well as the funding behind this. A follow up meeting between the three organizations will be held in March. The board will send this discussion to the Education and Finance Committees to look into the viability and options.

V. CWIDB Update

Doug presented the Wine Board update. The CWIDB voted to support the collaborative steering committee to promote program sharing and direction. They are also working on a CSBG due Monday that will recreate the Cultivar camp focusing on Hybrids.

Dave motioned to create a joint CAVE/CWIDB steering committee. Phil seconded the motion. The motion passed unanimously.

VI. Executive Director's Report

Cassidee updated the board on the success of the 2021 VinCO Conference. She presented the Conference Final report and took questions from the board. The VinCO Committee met last week and discussed next steps on conference and seminar planning. It is unknown at this time what the plans are for the WCHS board. The WCHS Board will meet this week and will be in contact with CAVE staff on their plans.

She also updated the board on the status of the Liquid Arts Passport Program. To date we have 160 tasting rooms signed up 45 wineries, 69 breweries, 31 distilleries, and 15 cideries. The next steps will be to focus on backend marketing with the projected launch of April.

VII. Committee Reports

a. Legislative

Stephanie presented an update on the non-contiguous bill. A meeting was held with Rep. Larson where he agreed to be the co-prime on the bill. The Distillers Guild expressed interest in the bill and were disappointed that they were not included. Session will gavel back in this Tuesday. The non-contiguous bill will be one of Rep. Hooton's first two bills. Our two changes to the bills will be added in as amendments.

Ulla also discussed what the annual goals are for the Legislative Committee. The next Legislative Meeting will take place on February 25 at 10:00am.

The board also discussed concerns regarding the Festival Permit bill brought forth from the Brewers Guild. These centered around differing licenses being allowed to serve and sell at festivals. A formal stance on this bill will be made from the board after the bill is introduced.

Ulla reviewed the Vintners Restaurant Production Cap Proposal with the board. There was discussion.

b. Education

The education committee held a meeting last week. Phil emphasized the importance of our committee members and how active they are.

c. Finance

Juliann presented the Finance Committee report. She updated the board on CAVE's new subcontracted bookkeeper, Chad Hensley with Astute Bookkeeping and Business Services. Juliann presented the new financial statements that will be presented to the board each month. The monthly expenses have been cut to the absolute lowest, to \$14,000 each month. The finance committee will continue to monitor the financials.

d. Winefest

Simone presented the Winefest report. Cassidee spoke with the Mesa County Health Department and received an update on the status and timeframe of placing Winefest tickets on sale. They have suggested reaching back out on March 1st, when more information regarding the guidelines will be known.

Julian motioned to make that wineries applying for Colorado Mountain Winefest must attend both Saturday, September 18 and Sunday September 19th. Simone seconded the motion. The motion passed unanimously. It was noted that all applicants will go into a lottery and selected at random.

It was decided to move forward with the previous refund policy of the event being held rain or shine and utilizing LYTE for any ticket transfers requested by attendees.

e. Marketing

Laura presented the Marketing Committee update including the online "Trade Tastings" between regional wineries. Simone updated the board on the Buy It Blind concept. This trade style tasting would be closed to the public, be tasted blind and only include Colorado wine. This would be a great way to get Colorado wine into key accounts!

f. Personnel

Cassidee updated the board on the administrative assistant position. There is an opportunity to utilize an intern in the office. She will follow up.

VIII. Old Business

Cassidee has been working with an attorney regarding the Wine Glass trademark. After doing some research, it was discovered that all of our logos and trade names have only been filed at the state level. Due to the Colorado Wine Glass sticker incorporating the Colorado flag, it cannot be trademarked.

IX. New Business

There was no new business.

X. Public Comment

There was no public comment.

XI. Next Board Meeting

The next CAVE Board of Directors Meeting will take place on March 8th, 2021 via Zoom.

XII. Adjourn

The meeting was adjourned at 10:12am

Cassidee Shull, CAVE Executive Director
Approved at _____, 2021 Board meeting
_____ Scott Smith, President