

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

March 8th, 2021

9:00am-11:00am

I. Call to Order

The meeting was called to order at 9:02am. Board members present were Phil Patton, Laura Black, Juliann Adams, Scott Smith, Ulla Merz, Logan Schlutz, Charles Talbott and Dave Aschwanden. Staff present was Cassidee Shull.

Guests present were Stephanie Fransen-Hicks and Doug Caskey.

II. Approval of Agenda

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

III. Approval of Minutes

Logan motioned to approve the February 8th meeting minutes as amended. Ulla seconded the motion. The minutes were approved by the board.

IV. Viticulture Extension Update

Doug provided an update regarding the Viticulture Extension Specialist position. Blake Naughton with CSU attended the previous CWIDB Meeting. The board discussed the current circumstances surrounding this position. CAVE understands the incredible value of this position to the industry and would like to see it funded into the future.

Due to CAVE's current financial situation, the board recommends to the CWIDB and CSU to move forward with a temporary hire of a Viticulture Extension Position utilizing CWIDB's \$50,000 earmarked for this position.

V. CWIDB Update

Doug presented the Wine Board update. They are moving forward with their scholarship program, the Phillips Rhodes Memorial Grant. Applications will be available April 5, the deadline being the end of May. It will be similar to CAVE's scholarship program; you can utilize the funds for something you have already done or something in the future.

Doug noted that the John Fielder project is moving forward. Many wineries should have been contacted regarding the project by now.

Miranda is finishing her final grant report, including an exit survey. CWIDB is also working on a consumer facing newsletter that should be ready by spring/summer.

The Governor's Cup Wine Competition is set to take place August 13-15, 2021.

VI. Executive Director's Report

Cassidee updated the board on the Liquid Arts Passport Program. Those that have signed up have been contacted and created their discounts within the platform. The projected launch of the Passport is the first week of April!

Cassidee also answered questions regarding Mountain Winefest and updated the board on placing tickets on sale.

She also reminded the board regarding the 1:00pm webinar series focused on Disaster Assistance Programs for Crop Loss taking place later this afternoon.

VII. Committee Reports

a. Legislative

Ulla presented the Legislative Committee update.

Ulla motioned that the CAVE Board supports the Pest Control Modernization Act as introduced.

Logan seconded the motion. There was discussion. The motion passed unanimously.

The Non-Contiguous bill that CAVE has introduced passed its first reading unanimously with its two amendments.

The Festival Bill introduced by the Brewers Guild was discussed.

Ulla motioned that the CAVE Board monitors the Festival Bill. Logan seconded the motion. There was discussion. The motion passed unanimously.

The next Legislative Committee meeting will take place March 25th at 10:00am.

b. Education

The Education Committee met last week and discussed the VinCO Conference and upcoming educational seminars.

The WCHS Board meets this week. CAVE will get their thoughts on moving forward in what capacity including Clark's Barn, Two Rivers Convention Center, etc.

The board offered additional venue suggestions including the Fairgrounds, CMU and the Front Range.

The next VinCO Committee Meeting will take place April 7th at 11:00am

c. Finance

Juliann presented the Finance Committee report. She reviewed the breakeven for the organization through the next several months.

Cassidee also updated the board that CAVE just was awarded a PPP loan to the amount of \$19,680.00 at a 1% interest rate through 2026. This funding is for staff payroll, rent and overhead.

d. Winefest

Dave presented the Winefest report. Winefest applications are now available. The winery application deadline is March 19th while the vendor application deadline is April 23rd. The board discussed specific winery application scenarios involving members with one license but several labels.

Dave motioned to allow one booth to apply per license number for Mountain Winefest. Charles seconded the motion. The motion passed unanimously.

Board members also presented concern that has been expressed from CAVE members regarding the Winefest Lottery. It was decided that members of the Winefest Committee will be present for the lottery and if possible, the lottery will take place via Zoom and posted/sent to those who have applied to keep the everything transparent.

Dave updated the board on Winefest seminars, events and bands.

Reserved cabanas were discussed, the price and what is included with a Reserved Cabana was reviewed.

The next Winefest meeting will be held on April 5th at 9:00am

e. Marketing

Laura presented the Marketing Committee update including the online "Trade Tastings" between regional wineries. An email will be sent to the membership to sign up. The 3-bottle wine carriers were discussed.

f. Personnel

There was no Personnel Committee update.

VIII. New Business

Ulla discussed the Silicon Valley DTC Survey. This link will be included in the next CAVE newsletter.

IX. Old Business

There was no old business.

X. Public Comment

There was no public comment.

XI. Next Board Meeting

The next CAVE Board of Directors Meeting will take place on April 12th at 9:00am 2021 via Zoom.

XII. Adjourn

The meeting was adjourned at 11:00am

Cassidee Shull, CAVE Executive Director

Approved at _____, 2021 Board meeting
_____ Scott Smith, President