

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

July 12th, 2021
9:00am-11:00am

I. Call to Order

The meeting was called to order at 9:00am. Board members present were Phil Patton, Laura Black, Juliann Adams, Scott Smith, Ulla Merz, Logan Schlutz, Dave Aschwanden and Kevin Webber. Staff present was Cassidee Shull. Guests present were Stephanie Fransen-Hicks and Doug Caskey.

II. Approval of Agenda

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

III. Approval of Minutes

Juliann motioned to approve the June 14th meeting minutes. Dave seconded the motion. The minutes were approved by the board.

IV. Viticulture Extension Update

Cassidee and Doug have not had communication with heard Rob Blundell though the tentative date is still set for July 15th.

V. CWIDB Update

Doug presented the Wine Board update. The deadline for entry into the Governor's Cup Wine Competition is July 31st. Doug has also been working with Cassidee and Jenne on a History of Colorado live stream that will bring members of the industry together and be made available online. Doug also gave an update on filling the CWIDB's seats as well as the John Fielder project.

VI. Executive Director's Report

Cassidee presented the Executive Director's report. The Quarterly Meetups are continuing on throughout the summer with the next one taking place on August 26th at the wine lab at WCCC in Grand Junction.

Cassidee is working with Michael Kaiser of WineAmerica to host their fall conference this November in Palisade.

The Wine Origins Alliance has reached out to CAVE to become a 2022 member of their organization. The membership fee is \$1,000 and includes marketing and representation, a unified voice to eliminate trade barriers on wine including the lack of protection on wine region names.

Cassidee discussed the insurance opportunity with the board. The Finance Committee will look into this opportunity more and report back to the board.

VII. Committee Reports

a. Legislative

Ulla presented the Legislative Committee Update. There was discussion on which items from the SB-087 were sent to Rulemaking. Stephanie discussed that she is keeping in touch with the Colorado Ag Coalition regarding this. The next Legislative Meeting will take place on August 2nd at 2:00pm. Stephanie updated the board on the Supreme Court Ruling and how CAVE can be involved. CAVE is being asked to assist in funding this legal brief.

Juliann motioned to contribute \$200 to \$250 to the Ag Coalition for the SB087 briefing.

Kevin seconded the motion. There was no discussion. The motion passed unanimously.

b. Education

Phil updated the board on the VinCO Conference. The board discussed recording the in-person conference and it was decided that it was not financially feasible.

The Education Committee recommends making VinCO registration \$175 for members for the in-person conference and \$225 for non-members. This will include access to the virtual component that will take place in February.

Those wishing to not attend the in-person conference may pay \$50 for CAVE members or \$75 for non-members to attend the Virtual Conference that will take place in February.

Juliann motioned to adopt the recommendation from the Education Committee for a new pricing tier structure for the 2022 VinCO Conference. Laura seconded the motion. The motion passed unanimously.

c. Finance

Juliann presented the Finance Committee update. Cassidee is working with the bookkeeper to prepare a Budget vs Actual Variance breakdown. This will be available at the next board meeting for review.

d. Winefest

Dave presented the Colorado Winefest update. With just 231 General Admission tickets left for Sunday's Festival in the Park, the focus remains on promoting the Colorado Wine Week events. Several events have been sent in thus far. The winery waitlist was discussed. The new volunteer registration was introduced. Dave also updated the board on seminars, chef demos, etc. There is one Reserved Cabana available for Saturday and four available for Sunday. All permits are in. Cassidee also updated the board on conversations with Jeff Kuhr and the Mesa County Health Dept.

e. Marketing

Laura presented the Marketing Committee update. The CTO Restart Program opens up tomorrow and the board discussed which direction CAVE should take the grant. The board discussed moving forward with the statewide geotargeted ad campaigns.

Laura also discussed planning a Tasting Room Manager Workshop in the spring and fall on the Front Range and Western Slope.

f. Personnel

There was no Personnel Committee update.

VIII. New Business

There was no new business.

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 August 9th, 2021 at 9:00am via

Zoom.

XII. Adjourn

The meeting was adjourned at 11:21am

Cassidee Shull, CAVE Executive Director

Approved at _____, 2021 Board meeting

_____ Scott Smith, President