

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
Conference Call
August 10th, 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, Scott Smith, Juliann Adams, Dave Aschwanden, James Ferguson, Peter Borup, Simone FM Spinner and Ulla Merz. Staff present was Cassidee Shull.

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

II. Approval of Agenda

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

III. Approval of Minutes

Simone motioned to approve the July 13th meeting minutes. Juliann seconded the motion. The minutes were approved by the board.

IV. Viticulture Extension Update

Miranda presented the Viticulture Extension update. She finished creating her online class last week. She is excited to see how many students will be signing up. Last week a virtual viticulture class was held featuring Lyn Chmiel with a focus on grafting. The next virtual viticulture topic will focus on phylloxera and will be held after harvest. Juice samples are now being accepted at the research station.

The board discussed the grant funding of the Viticulture Extension position. CWIDB's contribution is funded through June of 2021 while the grant runs through September of 2021. The question has been proposed to CAVE to carry cover the remainder of the salary for the position between June and September of 2021. The board would like to see the Finance Committee renegotiate the current contract for the position.

V. CWIDB Update

Doug presented the CWIDB Update. The Wine Board met and revisited the Governor's Cup Wine Competition and opted not to move forward with the event this year. During the meeting, the CWIDB voted to support CAVE's non-contiguous proposal that was presented by Ulla. Though after review, the Wine Board is unable to support any legislation until it is introduced.

Doug also updated the board that the CWIDB is being sued over TABOR and the wine development fee.

During the last wine board meeting, the board voted to eliminate printing the CO wine brochure and dedicate the funding to CAVE to the tune of \$18,000. The board thanked Doug and the Wine Board for their support.

VI. Executive Director's Report

Cassidee presented the Executive Director's Report. The first CTO Destination Development Advisory Board meeting took place the end of July. Cassidee looks forward to sitting on this committee and engaging with other destinations throughout the state, finding ways to fold in the wine industry.

The CAVE board is in the process of applying for an Economic Industry Disaster Loan (EIDL) in the sum of \$150,000 at a 30-year term.

Cassidee updated the board on the first Virtual Wine Tasting event held July 30th. 35 attendees registered, with 12 attendees paying. 17 were in the audience on the 30th and an interview was done with Spoke + Blossom following the event. Members of the press, chefs among others were in attendance. Feedback was overwhelmingly positive as we prepare for the remaining two events scheduled to take place in August.

She has been in contact with the admin of the Colorado Wine Ninja page, a Facebook Group that has almost 40,000 members. They are in the process of putting together a virtual wine festival in the absence of Mountain Winefest. Cassidee offered to assist with reaching out to the wineries in partnership.

Cassidee has been working with the other Manufacturers Association Groups on a joint marketing project. They are offering to create a masked video project that can be used to market to the Governor's office as well

as to the public. Between the groups, the cash outlay will be \$300 per organization. Cassidee is willing to pay for this project out of pocket to see it through. The board discussed this project.

Simone motioned to move forward with the join video project. Monty seconded the motion. The motion passed with one member opposing.

VII. Committee Reports

a. Legislative

Stephanie presented the Legislative Committee update. She discussed the Sales and Use Tax updates.

Juliann updated the board on the Rulemaking committee updates.

Ulla updated the board on the non-contiguous boll. A legislative committee meeting will be held this month.

b. Education

The board discussed the pricing of the new 2021 Virtual VinCO Conference. The 2020 price structure was reviewed. CAVE members paid pre-registration of \$15 per person, per day while non-members paid \$45 per person, per day. Day-of registration was \$45 per person, per day for CAVE members and \$55 per person, per day for non-members. Lunch and banquet tickets were also available. The 2021 conference will run Monday, January 18 through Friday, January 22 with two tracks being available simultaneously. It was agreed to offer one flat rate for the week with the option to attend the Monday workshop separately. A final price will be decided after a platform is selected.

The next Virtual Event will take place this Thursday, August 13th with Sutcliffe Vineyards. We have over 30 people registered, nine of which are paid.

c. Winefest

Cassidee discussed the cancellation of several large wine events into the spring of 2021. She would like to engage the board in further discussion about Mountain Winefest ticket sales, timing, and event planning and budgeting for the 2021 Mountain Winefest.

d. Finance

Peter presented the Finance Committee update. Membership revenue was discussed. August 31 will be the date that membership renewals will begin. The Winefest ticket refunds were also discussed. 30% of the refunds are pending payout at the moment through Eventbrite. It was decided that August 15th would be the last date to process any late refunds coming through the office, with the exception of extenuating circumstances.

Cassidee will reach out to Horst regarding weather station repairs and the likelihood of costs being allocated through FY21.

e. Personnel

There was no Personnel Committee update.

f. Marketing

Juliann presented the Marketing Committee meeting update. She brought up the recent dietary guidelines involving wine. She will send out the information to the board following the meeting.

VIII. Old Business

There was no Old Business.

IX. New Business

The CAVE board sent the discussing of taking over the Governor's Cup to the Marketing Committee. This committee will meet late August ahead of the next Board Meeting.

X. Public Comment

There was no Public Comment.

XI. Next Board Meeting

The next CAVE Board Meeting will take place September 14th.

XII. Adjourn

The meeting was adjourned at 11:06am

Cassidee Shull, CAVE Executive Director

Approved at _____, 2020 Board meeting

_____ Monty Haltiner, President