

**COLORADO ASSOCIATION FOR  
VITICULTURE & ENOLOGY (CAVE)  
BOARD MEETING MINUTES  
August 9<sup>th</sup>, 2021 Minutes  
9:00am-11:00am**

**I. Call to Order**

The meeting was called to order at 9:05am. Board members present were Laura Black, Juliann Adams, Charles Talbott, Scott Smith, Ulla Merz, Logan Schlutz and Kevin Webber. Staff present was Cassidee Shull. Guests present were Stephanie Fransen-Hicks.

**II. Approval of Agenda**

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

**III. Approval of Minutes**

*Juliann motioned to approve the July 12<sup>th</sup> meeting minutes. Ulla seconded the motion. The minutes were approved by the board.*

**IV. Viticulture Extension Update**

Cassidee presented the Viticulture Extension update on behalf of Rob Blundell. He has created several Viticulture resources, an updated Colorado Grape Growers Guide as well as identifying seminars and topics of interest to growers. He is also preparing seminars for VinCO. He is creating an updated list for all growers to communicate to the industry.

**V. CWIDB Update**

Cassidee presented the Wine Board update on behalf of Doug Caskey. The Governor's Cup will take place shortly! She announced the new Wine Board members who included Joe Buckle, Juliann Adams, Larry Oddo and Garrett Portra.

**VI. Executive Director's Report**

Cassidee presented the Executive Director's report. She is currently working the CTO Restart Industry Grant Application that is due August 26<sup>th</sup>. The grant will include 75 hours of peer mentorship and \$10,000 of marketing support if awarded. The overview will include a statewide geotargeted marketing campaign for airports, Amtrak and bus stations reminding visitors and travelers of surrounding winery and tasting opportunities.

Entries are currently being accepted for the CAVE Amateur Winemakers Competition. The deadline for entry is October 16<sup>th</sup>.

Cassidee also attended a webinar reviewing an upcoming unveiling of wine search and purchasing engine called Pix. She is working with their team to host an informative webinar for the membership sometime in August, date TBD. The contact she is working with is very excited to onboard and inform CAVE and Colorado wineries, Joe Fattorini, more notably, the host of The Wine Show.

The Passport Program is continuing on, with the mid-year grant report turned in. The executive team has been working with the contacts at the CTO to develop new and innovative ways to continue marketing the Passport to boost sales through the summer and fall. The Passport will be heavily marketed during Colorado Wine Week and Colorado Mountain Winefest.

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

## **VII. Committee Reports**

### **a. Legislative**

Ulla presented the Legislative Committee Update. The rulemaking has begun regarding SB-087. All input and comments are appreciated. CAVE will be sending out information to the membership as it becomes available. CAVE is also working with the Colorado Ag Council and the Colorado Fruit and Vegetable Growers Association on this subject as well. Scott also thanked Stephanie on her comprehensive Final Legislative report.

### **b. Education**

Cassidee updated the board on the VinCO Conference. Staff is moving forward with booking final speakers and will move forward with placing registration following Winefest.

### **c. Finance**

Juliann presented the Finance Committee update. The board reviewed the P&L and Budget vs Actual Variance Budget Breakdown.

### **d. Winefest**

Dave presented the Colorado Winefest update. He offered the volunteer update as well as Covid updates. The mobile vaccine clinic will be available both Saturday and Sunday. Road and travel updates have been sent out to all ticket holders regarding the Canyon closure. The board also discussed the new BrewGrass event that is taking place the weekend before Winefest. The Town of Palisade is looking to implementing blackout dates in the future. Cassidee and Juliann are active in these conversations with the Town as they are both Tourism Advisory Board members.

### **e. Marketing**

Cassidee presented the Marketing Committee update. The board discussed the Grand Valley Barrell Tasting event CAVE will be taking over next spring. The dates for next year will be April 23 & 24 and May 14 & 15. This event will be open to all CAVE members, though 7 wineries will be randomly selected for each weekend. A chef will be paired with each winery. An agreement will be created for the participating wineries regarding the expectations.

*Laura motioned to move forward with the 2022 Barrel Tasting Event on April 23 & 24 and May 14 & 15 involving up to 10 separate CAVE wineries each weekend. Charles seconded the motion.*

There were also updates regarding the consumer newsletter. Conversations will be brought up with the CWIDB once they bring together their new Marketing Committee.

There was also an update on the Tasting Room Manager Workshop.

### **f. Personnel**

There was no Personnel Committee update.

## **VIII. New Business**

Cassidee noted that CAVE board elections will begin this fall with three current board members cycling off, Julian Adams, Ulla Merz and Scott Smith. Board nomination forms will be available this October.

There was discussion of continuing on with September 13<sup>th</sup> Board Meeting. It was decided to cancel this meeting due to the business of the season.

## **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 October 11<sup>th</sup> 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