

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
May 9th, 2022, Minutes
9:00am-11:00am**

I. Call to Order

The meeting was called to order at 9:03am. Board members present were Dave Aschwanden, Juliann Adams, Bret Neal, Kevin Webber, Laura Black, Scott Smith, and Phil Patton. Staff present was Cassidee Shull. Guests present were, Stephanie Hicks and Doug Caskey.

II. Approval of Agenda

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

III. Approval of Minutes

Phil motioned to approve the April 11th meeting minutes. Bret seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee presented the Executive Director's report. She reviewed the Barrel into Spring Final Report with the Board. This report is in Draft form and will be completed after the May event takes place and the rest of the attendees are surveyed. Additional information will also include the survey information pulled from the participating wineries. This survey will aid the Marketing Committee in looking at the viability of offering this event statewide in the future. Of the 150 attendees that participated in April's event, 68 took part in the survey.

Phil and Kevin who took part in April's event thought it was overall a success. Both saw more attendees on Saturday but more sales on Sunday. There was a lot of excitement of the event coming back after two years.

The board also reviewed the CAVE Membership Survey Final report. This survey was sent out earlier this spring to all CAVE members and was incentivized with giveaways. Out of the current membership (between 190 and 200 members) 46 members participated in the survey, offering very valuable feedback that can be used in future event, programming and association planning.

The board thought the overall report offered great feedback.

Cassidee also reviewed the final social media reports from the Restart Association campaign. This program ran with a very low cash outlay for a short period of time, though resulted in very high impressions, click throughs and reach. This has the potential for a much larger run and even greater success with the support of a larger campaign if run through the Wine Board's Marketing Committee

Kevin requested the contact information for this digital advertiser.

V. Viticulture Extension Specialist

Charlotte Oliver has accepted the position as the Viticulture Extension Specialist and will begin on July 1st. More information including a press release as well as a meet and greet will be scheduled over the summer. Doug and Cassidee are working on the scope of work with all parties. CAVE will not be part of the contract between CWIDB and CSU. CAVE will have a separate agreement with the wine board in the amount of at \$20,000 a year in two \$10,000 payments. Charlotte's salary will be \$60,700.

VI. CWIDB Update

Doug presented the CWIDB update. Last weekend was the Celebrate Colorado event. Several wineries participated, two on the Grand Valley including Vines 79 who was visited by Governor Polis.

The Viticulture Seminar with Joel Perez has been canceled due to lack of registration. It may be rescheduled in late July/early August. The board fears that during the summer, registration would still be low, and an off season event would be better. Many growers grow both peaches and grapes and would be unable to participate in July or August. This brings up the issue of funding. The industry would then have to foot the bill of upwards of \$100/person for registration.

The Media trip took place the last week of April. The focus was on wineries from the Governor's Cup. The media was very impressed with our wine and our industry! Unfortunately, the event ended up being a super spreader event with two media and a winemaker they visited testing positive for Covid-19 during the tour.

The Wine Board will begin the budgeting process during the May 18th Wine Board meeting. This will include Horst's SCBG for placing solar panels over vineyards.

VII. Committee Reports

a. Legislative

Stephanie presented the legislative committee update. Wednesday is the last day of session! It has been an active session for the organization. The Governor's signing window is the 30 days following the end of the legislative session.

Stephanie and Cassidee had a meeting with Ireland Stapleton, land use attorneys. Will send to the Legislative Committee. The board created a new committee to discuss zoning and property tax and other issues that have come up in the previous month. The board is hesitant with taking on such nuanced and local issues, would CAVE be willing to do the same for every county in the state of Colorado?

This new committee will consist of Bret, Scott, Kevin and Charles with Bret as to chair.

Stephanie gave an update on HB14-17, the Task Force Bill. The bill was introduced and is currently waiting a second reading. The wine industry is tasked with presenting a representative for the Task Force. This is not to be confused with the LED Rulemaking Group.

Stephanie will also present the Final Legislative Report in the next month to the board.

b. Education

Phil presented the Education Committee update. The seminar schedule is almost complete. The trade show invite will be sent out later this month. Registration for the conference will go online in October and information for purchasing ads in the Conference Programs will be available this fall

The CAVE Amateur Winemaker Competition will take place this November with the deadline taking place October 14th. Applications will be available in June.

c. Finance

Juliann presented the Finance Report. The board reviewed the P&L and will discuss later in the summer what CAVE would like to do June what to do with CD rates in July

d. Winefest998

Cassidee presented the Mountain Winefest update. Colorado Wine Week event applications have been sent. The deadline is July 1st, the events taking place statewide this year. The two side events for wine week will take place again this year, Chocolate & Wine, and Wine. Dine & Paint. We have 45 wineries in attendance and 25 vendors for Winefest this year. The Educational seminars and Ched Demo schedule is being finalized. The live music during The Festival in the Park will be 12th Street Jive and Wild Flight. To date, we have sold 2,734 General Admission Tickets and 37 non-drinker tickets. VIP is sold out. We also have three new Winefest sponsors!

e. Marketing

Laura presented the Marketing Committee Update. The Tasting Room Staff Training was an absolute success, with over 30 industry members taking part. The feedback was overwhelming with great ideas to host something similar more frequently and again on the Front Range. Should this be moved to the education committee?

f. Personnel

There was no Personnel Committee Update.

VIII. New Business

There was no old 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 June 13th at 9am via Zoom.

XII. The meeting was adjourned at 10:40am

Cassidee Shull, CAVE Executive Director

Approved at _____, 2022 Board meeting

_____ Scott Smith