

**COLORADO ASSOCIATION FOR  
VITICULTURE & ENOLOGY (CAVE)  
BOARD MEETING MINUTES  
January 17<sup>th</sup>, 2022  
9:00am-11:00am**

**I. Call to Order**

The meeting was called to order at 9:09am. Board members present were Phil Patton, Dave Aschwanden, Scott Smith, Juliann Adams, Laura Black, Charles Talbott, Bret Neal and Kevin Webber. Staff present was Cassidee Shull. Guests present were, Stephanie Hicks and Doug Caskey.

**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 December 13<sup>th</sup> meeting minutes as well as the December 22<sup>nd</sup> Special Meeting Minutes. Laura seconded the motion. The minutes were approved by the board.*

**IV. Introductions**

The CAVE Board and staff introduced themselves and discussed opportunities and challenges they see within the industry and how CAVE can be of service. These included supply chain and shipping issues, the viticulture extension position, awareness of Colorado wine, the traditional tasting room model, and the overall growth of the Colorado wine industry. The board also discussed challenges engaging members through committees and surveys. Cassidee will continue to create the Membership Survey that was ready to send right before the Covid-19 pandemic hit back in 2020. The board also discuss parallel tracks for larger and smaller wineries throughout the year including VinCO

**V. Officer Selections**

The board selected the 2022 President, Vice-President, and Treasurer.

Dave nominated Scott as President; Juliann seconded the motion. The motion passed unanimously.

Brett nominated Dave as Vice President; Phil seconded the motion. The motion passed unanimously.

Phil nominated Juliann as Treasurer, Dave seconded the motion, the motion passed unanimously.

**VI. Committee & Chair Selections**

The board made the following committee and chair selections:

The Education & VinCO Committee is chaired by Phil and will include Dave, Laura, and Doug.

The Finance Committee is chaired by Juliann and will include Scott, Phil, and Brett.

The Legislative Committee is chaired by Brett and will include Kevin and Juliann.

The Personnel Committee is chaired by Scott and will include Dave, Brett, Phil, and Juliann.

The Marketing Committee is chaired by Laura and will include Kevin, Charles, and Juliann.

The Winefest Committee is chaired by Dave and will include Phil and Charles.

## **VII. Executive Director's Report**

Cassidee presented the Executive Director's report. She thanked the board for holding a special meeting late in December regarding Covid protocols for the VinCO Conference. One member has requested a cancellation of their CAVE membership and one member has requested a VinCO refund. All other feedback has been incredibly positive and supportive from members, speakers, and vendors due to placing safety protocols in place. Unfortunately, this has caused a great deal of tension and strain heading into the conference between CAVE staff and the WCHS board. Staff is open to ideas and feedback on moving forward in the future.

The board discussed the possibility of offering to take care of all logistics and organization for the 2023 conference at no cost to the WCHS board. Cassidee will present this to the WCHS board at their upcoming meeting.

The board reviewed the Membership Meeting Agenda as well as discussed who will be presenting the Awards of Excellence during the Wine Industry Awards Banquet.

Cassidee updated the board on the TIAC (Tour Industry Association of Colorado) legislative reception taking place next Tuesday in Denver from 5-7pm. They are requesting Colorado wine be poured/sampled. Kevin has agreed to donate, and Stephanie will be in attendance.

The Colorado Winefest Art Contest is currently taking place now through January 28<sup>th</sup> with the winning art being selected that afternoon.

## **VIII. Viticulture Extension Specialist Update**

Cassidee and Doug met with CJ, Monique and Darrin, the hiring specialist for this position. The position should be posted in January and the CWIDB will take care of all billing for calendar year 2021. CJ has received verbal commitment from CSU to financially support this position for the next 3 years.

## **IX. CWIDB Update**

Doug presented the CWIDB update. Doug will be hosting a Wine Wednesday for the Chinese New Year. The Wine Board received \$40,000 from the Colorado proud grant. This will go towards a spring media event as well as additional wine events this year. The soil health seminar will take place March 4<sup>th</sup> virtually.

## **X. Committee Reports**

### **a. Legislative**

Stephanie provided a Legislative Update. This included an update on the session as well as the DOR bill. There is no language for the Vintner's Restaurant Bill thus far.

### **b. Education**

Phil presented the Education Committee update. All are very excited for the upcoming week of VinCO seminars. Information will be sent out to the attendees following the conference requesting survey feedback. All those that have registered this week for VinCO will have access to the February 2<sup>nd</sup> Virtual VinCO. Access and information will be sent following this week's conference.

### **c. Finance**

Juliann presented the Finance update. The approved 2022 budget is available in the board folder. The board discussed adding an additional signer for the board. Currently, Juliann is currently the only signer on the board.

*Dave motioned to add Scott Smith as a signer on CAVE's accounts. Kevin seconded the motion. The motion passed unanimously.*

*Juliann motioned to change CAVE's accounts to accrual-based accounting. Phil seconded. The motion passed unanimously.*

### **d. Winefest**

Cassidee presented the Mountain Winefest update. All VIP tickets have been sold out since the first week in December. To date almost 2,000 General Admission tickets have been sold. Winery and Vendors applications will be available the beginning of March. Colorado Wine Week will take place September 11-18. The next Winefest Committee will take place February 8<sup>th</sup> at 9:00am.

### **e. Marketing**

Cassidee updated the board on Barrel into Spring. Applications are currently being accepted and the dates will be April 23 & 24 May 14 & 15. Current wineries signed up include:

Whitewater Hill, Colorado Cellars, Peachfork, Plum Creek, Sauvage, Maison, Two Rivers, Carboy, Grande River, The Ordinary Fellow. Deadline for applications is Jan 29<sup>th</sup>. Many have chosen April OR May, not both. The marketing committee will work on scheduling the Spring Tasting Room workshop following VinCO.

### **f. Personnel**

There was no Personnel Committee Update.

## **XI. New Business**

There was no New Business.

**XII. Old Business**

There was no old business.

**XIII. Public Comment**

There was no public comment.

**XIV. Next Board Meeting**

The next CAVE Board of Directors Meeting will take place February 14<sup>th</sup> at 9am via Zoom.

**XV. The meeting was adjourned at**

Cassidee Shull, CAVE Executive Director

Approved at \_\_\_\_\_, 2022 Board meeting

\_\_\_\_\_ Scott Smith