

**COLORADO ASSOCIATION FOR  
VITICULTURE & ENOLOGY (CAVE)  
BOARD MEETING MINUTES  
November 8<sup>th</sup>, 2021  
9:00am-11:00am**

**I. Call to Order**

The meeting was called to order at 9:03am. Board members present were Juliann Adams, Phil Patton, Dave Aschwanden, Scott Smith and Kevin Webber. Staff present was Cassidee Shull. Guests present were Gary Brauns, 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**

*Phil motioned to approve the October 11<sup>th</sup> meeting minutes as amended. Juliann seconded the motion. The minutes were approved by the board.*

**IV. Viticulture Extension Update**

Doug and Cassidee provided the Viticulture Extension Update. Rob Blundell provided his resignation effective January and will be working remotely until then. A nationwide search will begin again this winter to fill the position once more. CAVE will finalize the budget and confirm the amount we are able to provide towards the position come December. The position will need at least \$100,000 of funding plus benefits.

CJ Mucklow is retiring this year after 35 years of service. A retirement party will be held in his honor at the Wine Country Inn on January 7<sup>th</sup>.

**V. CWIDB Update**

Colorado Uncorked was held this past week in Denver and was sold out!

**VI. Conditional Use Permit Discussion**

Gary Brauns with Restoration Vineyards joined the meeting to discuss his Conditional Use Permit he is undergoing at his winery. The board discussed the zoning that applies to wineries in and around the Fruit and Wine Byway as well as land use codes and how this may affect others.

*Juliann motioned to direct Cassidee to attend both public hearings in favor of the Conditional Use Permit. Kevin seconded the motion. There was discussion. The motion passed unanimously.*

**VII. Executive Director's Report**

Cassidee attended the Colorado Tourism Governor's Conference and was awarded the Outstanding Marketing Program Award on behalf of the Arts Passport Program!

CAVE was awarded the CTO Restart Association Program. This program provides 75 hours of peer mentorship plus \$10,000 in photography or videography assistance. The goal is to bring Colorado wine awareness to locals and tourists. The first meeting with the Peer mentor was held last week and work on the project will begin shortly!

The deadline for the Colorado Winefest Art Contest is January 7<sup>th</sup>, 2022.

The deadline for the Awards of Excellence is January 7<sup>th</sup>, 2022, and those selected will be awarded at the Jan. 19<sup>th</sup> Wine Industry Banquet during VinCO.

The first ever Tasting Room Manager Workshop was held in Denver and was well attended. The event will be replicated again in the Spring in the Grand Valley.

The CAVE Board Nominations closed on Friday and the office received many applicants including Juliann Adams, Scott Smith, Elaine Schoch, Hillary Eales, Brett Neal, and Sarah McCall. Voting will begin shortly and will run through December.

**VIII. Committee Reports**

**a. Legislative**

Stephanie provided additional details on the Conditional Use Permit conversation.

**b. Education**

Registration is live for the upcoming VinCO Conference & Trade Show. All but a few of the allocated 10 Trade Show booths have been sold. Over 20 attendees have registered for the conference thus far. The in-person conference includes access to the Virtual VinCO taking place on February 2<sup>nd</sup>.

The Amateur Winemaker Competition will take place next week. We have over 80 entries this year from Colorado and surrounding states. Monty Haltiner will once again coordinate this year's competition.

**c. Finance**

Juliann updated the board on the latest P&L as well as the drafted 2022 budget. A final budget will be amended and approved during our December Board Meeting. The board discussed this budget.

**d. Winefest**

The title sponsor for Colorado Mountain Winefest is not interested in coming back on as a partner in 2022. Contact has been made with several potential sponsors. As soon as a title sponsor is signed, tickets will be placed on sale for Cyber Monday, November 29<sup>th</sup>.

**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 and or restaurant will be paired with each winery. An agreement will be created for the participating wineries regarding the expectations.

**f. Personnel**

There was no Personnel Committee update.

**IX. New Business**

There was no New Business.

**X. Old Business**

There was no Old Business.

**XI. Public Comment**

There was no public comment.

**XII. Next Board Meeting**

The next CAVE Board of Directors Meeting will take place on December 13<sup>th</sup> at 9:00am via Zoom.

**XIII. Adjourn**

The meeting was adjourned at 10:35am

Cassidee Shull, CAVE Executive Director

Approved at \_\_\_\_\_, 2021 Board meeting

\_\_\_\_\_ Scott Smith, President