

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
February 14th, 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, Juliann Adams, Laura Black, Bret Neal. Staff present was Cassidee Shull. Guests present were, Stephanie Hicks and Doug Caskey.

II. Approval of Agenda

Phil motioned to approve the agenda. Brett seconded the motion. The agenda was approved by the board.

III. Approval of Minutes

Brett motioned to approve the January 17th meeting minutes. Juliann seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee presented the Executive Director's report. The TIAC reception was unfortunately canceled due to weather and Covid-19. There is no word if the event will be rescheduled.

Cassidee reviewed the VinCO Final Report with the board. The WCHS board will meet later in the week and staff and CAVE board members will report back regarding CAVE's offer to assist with coordinating the conference.

V. Viticulture Extension Specialist Update

Cassidee presented the Viticulture Extension Position update. Below is an updated timeline for this position:

Feb 18 - post position
March 14 - close the posting
March 16-20 - Score applicants
March 21 - Discuss Scores
April 15/16 or April 16/17 – Interviews

An agreement is being created with CSU and the CWIDB regarding the specifics of the position. It will be easier to have one agreement and for CAVE to pay funding directly to the Wine Board to then pay CSU.

Brett motioned to cut a check to the wine board to pay the CAVE's portion of the viticulture extension costs. Juliann seconded the motion. The motion passes unanimously.

VI. CWIDB Update

Doug presented the CWIDB update. The Soil Health seminar is taking place on March 4th both virtually and in-person. Nine people have registered for the seminar so far.

Joel Perez is interested in coming out the later part of March to run a Viticulture Seminar. He also can work with growers at an additional cost.

The Wine Board is taking part in the Taste of Vail, as well as a media trip to the Grand Valley, promoting wineries in the 2021 Governor's Collection.

VII. Committee Reports

a. Legislative

Stephanie provided the Legislative Update. Session began about a month ago. The liquor legislation has been rather quiet. The DOR bill is still moving forward although nobody has seen any language thus far.

The Vintner's Restaurant bill will be introduced today. Language will be sent over shortly. This bill has garnered some concern with the wholesalers and distributors. It will likely go to the senate business committee; the chair is Robert Rodriguez. It is unsure of the likelihood of the bill going

very far.

There are many other bills involving Sales & Use Tax.

Stephanie also discussed the Producer Responsibility (PRO) Bill regarding statewide recycling models as well as the Substance Abuse Enterprise Fund. She will continue to monitor all of these.

b. Education

Phil presented the Education Committee update. The VinCO Final Report is in the board folder for review. The Education Committee recommends to the board to move the VinCO Conference to the Two Rivers Convention Center, January 16-19, 2023.

Julian motioned to move VinCO to Two Rivers Convention Center for 2023. Brett seconded the motion. The motion passed unanimously.

The Education Committee recommends the following pricing for the 2023 VinCO Conference. All-inclusive registration for \$175- OR \$50 per day including lunch, this would not include Banquet tickets. The banquet will be available at an additional cost. Monday's session will also be an additional cost (depending on speaker/lunch costs)

Juliann motioned to create a tiered system for VinCO, Laura seconded the motion. The motion passed unanimously.

c. Finance

Juliann presented the Finance update. CAVE currently has almost \$600,000 in assets. The board discussed the 2022 VinCO Conference. The final venue costs are not reflected in the recent P&L. The event overall will show a loss of \$17,000.

The board also discussed CAVE's Certificate of Deposit (CD) that will mature this year. Cassidee will pull updated rates from both Grand Valley Bank and Alpine Bank to decide what option fits best for the organization.

d. Winefest

Dave presented the Mountain Winefest update. To date, all VIP ticket have been sold, 2,112 General Admission tickets have been sold, 312 Shuttle Tickets have been sold and 29 Non-Drinker tickets have been sold.

The Winefest Committee recommends that Colorado Mountain Winefest is only open to Colorado limited winery licenses, Colorado Manufacturer's licenses for wines, and Colorado Vintner's Restaurant Licenses.

Applications go out to wineries and vendors March 1st. The winery application deadline is March 18th while the vendor application deadline is April 15th. Fifty 10x20 wineries will be accepted while roughly 25 vendors will be accepted.

Colorado Wine Week will take part September 11-18 and will be open to any winery across the state as well as restaurants, small business, etc. Members can list and promote a wine week event for \$100 while non-members are able to list and promote events for \$250. The deadline to participate is July 1st.

CAVE is moving forward to promote two shoulder events, chocolate & wine and wine, dine & paint.

e. Marketing

Laura updated the board on Barrel into Spring. The event will take place April 23 & 24 and May 14 & 15. Seven different wineries are participating each weekend and tickets will be available later in February.

The board discussed the CTO Tourism Management Grant as well as the CAVE membership survey.

CAVE will be hosting a spring Tasting Room Management Workshop, date, and location to be determined.

The board discussed joining the new American Wine Society chapter being created on the Western Slope.

Juliann motioned to join American Wine Society Bret seconded the motion. The motion passed unanimously.

f. Personnel

There was no Personnel Committee Update.

VIII. New Business

Doug discussed a wine market study specifically for Hispanic, Asian, and African American wine markets. The membership is \$5,000 a year. The Colorado industry can join. Both CAVE and the CWIDB Marketing committees will meet jointly to discuss this ad spend.

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 March 14th at 9am via Zoom.

XII. The meeting was adjourned at

Cassidee Shull, CAVE Executive Director

Approved at _____, 2022 Board meeting

_____ Scott Smith