

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
March 14th, 2022
9:00am-11:00am**

I. Call to Order

The meeting was called to order at 9:04am Board members present were, Phil Patton, Scott Smith, Charles Talbott, Juliann Adams, Laura Black and 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. Juliann seconded the motion. The agenda was approved by the board.

III. Approval of Minutes

Juliann motioned to approve the February 14th meeting minutes. Charles seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee presented the Executive Director's report.

CAVE has applied for the CTO Tourism Management Grant. The Liquid Arts Passport Program has been reworked to involve a free, statewide pass that includes all member tasting rooms. CAVE has put in \$2,000; the Brewers Guild has put in \$2,000 and the Distillers Guild has put in \$1,000 to total a match of \$5,000. If approved, the CTO will match \$20,000 cash. We will know if the grant is approved on March 22. The project begins on May 1st, 2022 and runs through May 1st, 2023.

V. Viticulture Extension Specialist Update

To date, CSU has received only one application for the Viticulture Extension position. The job search closes this afternoon. Doug and Cassidee will meet later this month to review the applications, hold interviews and take next steps. We will keep the board updated on the process as well as industry involved interviews.

VI. CWIDB Update

Doug presented the CWIDB update. The Taste of Vail takes place April 6 the Wine Board will be participating and pouring Governor's Cup wine. The media trip will take place later this month in the Grand Valley. The 2022 Governor's Cup will take place at the end of August. Colorado Uncorked will take place in November.

VII. Committee Reports

a. Legislative

Stephanie provided the Legislative Update. SB 132 died last week. It was heard in committee last Wednesday and lost in a 3-2 vote.

Bret motioned to support SB 132. Juliann seconded the motion. The motion passed unanimously.

The Ballot initiative is still in play. Initiative 66 would encompass wine in liquor stores and third-party deliveries. Polling is very high and the likelihood of it passing is very high. Stephanie will be meeting with them later this week.

There is no update on the DOR bill as no one has still seen language on this bill yet.

b. Education

Phil presented the Education Committee update.

WCHS met last February and did not accept CAVE's invitation to assist with the planning the WCHS conference. They will work towards getting information to CAVE sooner. Cassidee will reach out to additional members of the grape growing community to sit on the committee.

c. Finance

Juliann presented the Finance update. With the two Barrel into Spring events as well as the two upcoming seminars, the organization is looking at a positive bottom line. Cassidee researched current CD rates and will circle back with Grand Valley Bank in July when the current CD is set to mature. It is currently at \$155,000 at a rate of 1.485%.

d. Winefest

Cassidee presented the Mountain Winefest update. The Winery and Vendor applications for Mountain Winefest are available now. The winery application deadline is March 18th while the vendor application deadline is April 15th.

Colorado Wine Week interest forms are available now. Wine Week will take place September 11-18 with event information needed by July 1st.

e. Marketing

Laura presented the Marketing Committee Update. All tickets to both weekends of Barrel into Spring sold out in less than an hour of being placed online! We currently have a waitlist going for each weekend.

Tentatively, the Tasting Room Training Workshop will take place May 2nd and will feature tasting room staff training on wine 101, vineyards 101 and general Colorado wine knowledge.

The CAVE Membership Survey is ready to be sent!

f. Personnel

There was no Personnel Committee Update.

VIII. New 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 April 11th at 9am via Zoom.

XII. The meeting was adjourned at 10:03am

Cassidee Shull, CAVE Executive Director

Approved at _____, 2022 Board meeting

_____ Scott Smith