

COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY
BOARD MEETING MINUTES
January 15, 2018
SpringHill Suites
9:00am-10:30am

I. Call to Order

The meeting was called to order at 9:01am. Kaibab Sauvage, Monty Haltiner, Garrett Portra, Dave Aschwanden, James Ferguson, Michael Barton, Brandon Witham, Sherrie Hamilton and Christopher Leader joined in the conference room. Staff present was Cassidee Shull. Guest present was Stephanie Fransen and Doug Caskey.

II. Approval of Agenda

Monty motioned to approve the agenda. Garrett seconded the motion. The agenda was approved by the board.

III. Approval of Minutes

Garrett motioned to approve the December 12th, 2017 meeting minutes. Christopher seconded the motion. The minutes were approved by the board.

Introductions

The Board and Staff introduced themselves and welcomed new CAVE board members Michael Barton and James Ferguson.

IV. Officer Selections

The Board selected a President, Vice President and Treasurer for 2018. There was discussion.

Monty motioned to maintain the current officers, Kaibab as president, Garrett as Vice President and Monty as Treasurer. Dave seconded the motion. The motion carried unanimously.

V. Committee Selections

The board reviewed the roles and responsibilities of each subcommittee. The following committees were selected.

Education/VinCO Committee

Chair: Kaibab Sauvage

Garrett Portra, Dave Aschwanden, Michael Barton, CAVE Staff plus membership

Finance Committee

Chair: Monty Haltiner

Christopher Leader, Sandie Cooper, Cassidee Shull

Lobbying Committee

Chair: Garrett Portra

James Ferguson, Sherrie Hamilton, Stephanie Fransen, Cassidee Shull

Personnel Committee

Chair: Brandon Witham

Michael Barton, Monty Haltiner

Marketing Committee

Chair: Christopher Leader

Sherrie Hamilton, James Ferguson, Garrett Portra, CAVE Staff, Long Point Digital

Winefest Committee

Chair: Sherrie Hamilton

Dave Aschwanden, Monty Haltiner, Michael Barton, CAVE Staff plus membership

Cassidee gave the Executive Director's Report. Mountain Winefest tickets sales are pacing higher than expected. VIP tickets are selling very quickly with just over 120 left! Vendor and winery applications will be sent out near the end of February via email.

The board reviewed the membership meeting agenda that will take place on Wednesday, January 17th during VinCO.

Committee Reports

a. Lobbying

Stephanie joined the meeting and updated the board. Session started last week. She discussed issue of wineries donating wine to silent auctions. This is illegal and wineries are encouraged to donate gift certificates rather than actual product. This negates any issue of product going home with someone under the age of 21 and encourages auction winners to visit their tasting rooms.

She also updated the board that the Colorado Cider Guild has hired their new lobbyist.

The board discussed the cork and carry issue that was brought up at the previous meeting. Stephanie will look into this further.

b. Education

The 2018 VinCO Conference and Trade Show begins immediately following this board meeting with the DTC Seminar featuring Sandra Hess. The CAVE office has heard a bit of pushback regarding the \$10 per day charge. This was discussed. Pre-registration is higher than last year and everyone is looking forward to the conference. The additional \$10 fee has gone to offset many keynote speaker's honorarium charges as well as fun the climbing facilities fee.

The Amateur Winemakers Competition Reception will be held during VinCO with an Awards Luncheon taking place on Tuesday. We have seen an influx of amateur attendees and look forward to new networking opportunities for the organization and industry.

The 2018 scholarship applications are updated and available online. The 2017 recipients will be giving a brief presentation of what they learned from their experiences this year.

c. Finance

The board reviewed the 2018 budget and made amendments. The amended budget was discussed by the board.

Christopher motioned to approve the budget. Monty seconded the motion. The motion was approved unanimously.

Cassidee discussed the transferring funds to Alpine Bank from Colorado National Bank due to the unforeseen future of CNB.

Monty motioned to transfer funds from Colorado National Bank to Alpine Bank. Sherrie seconded the motion. The motion passed unanimously

d. Personnel

The board discussed providing health insurance for the Executive Director.

Garrett motioned to cover 80% of health insurance for the Executive Director. Michael seconded the motion. The motion passed unanimously.

e. Marketing

Christopher Leader commented that he would like to see CAVE take on a stronger marketing direction in the future. Cassidee agreed, noting that many of CAVE's services are not currently being communicated to the membership. She would like to work on revising the membership benefits. Christopher scheduled a Marketing Committee

meeting the week following VinCO to outline these new ideas.

V. New Business

Kaibab discussed the sparkling wine grant letter of support.

James motioned to send the letter of support. Michael seconded the motion. The motion passed unanimously.

Doug Caskey joined the meeting. The board reviewed the proposed viticulture specialist position. Up to \$25,000 of CAVE's budget has been earmarked for this position. Horst needs a full-time research assistant, but the CAVE board feels as though this position will not fulfill the needs of the industry in terms of extension. At this point in time, the Wine Board is unable to allocate funds for *both* positions, a research assistant as well as a viticulture specialist and CAVE only has resources for one. This position may have to wait an additional year, though the CWDIB is submitting paperwork for another SCBG that may assist with funding with this position. The CWIDB will be meeting in March and will report back to the CAVE board with any new updates.

The board scheduled the remainder of their board meetings for the year. They will take place every 2nd Wednesday of the month.

VI. Old Business

The board discussed the Awards of Excellence and who will be recognizing each award recipient.

VII. Adjourn

The meeting was adjourned at 11:07am

Next Board Meeting: CAVE Office February 14, 2018 9:00am

Cassidee Shull, CAVE Executive Director

Approved at _____, 2018 Board meeting

_____ Kaibab Sauvage, President