

COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
CAVE Office
February 14th, 2018
9:00am-10:30am

I. Call to Order

The meeting was called to order at 9:04am. Kaibab Sauvage, Monty Haltiner, Garrett Portra, Dave Aschwanden, James Ferguson, Brandon Witham, Sherrie Hamilton and Christopher Leader joined in the CAVE office. Staff present was Cassidee Shull. Guest present was Stephanie Fransen.

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

Christopher motioned to approve the January 15th, 2018 meeting minutes. James seconded the motion. The minutes were approved by the board.

IV. Executive Directors Report

Cassidee gave the Executive Director's Report. Colorado Mountain Winefest vendor & winery applications will be sent out near the end of the month. To date, the following tickets to Mountain Winefest have been sold, 626 General Admission, 156 VIP, 96 Shuttle and 8 Non-Drinker. The Mountain Winefest committee will begin meeting in March. A Save the Date rack card is being printed and will be distributed in March.

V. Committee Reports

1. Lobbying

Stephanie joined the meeting and gave the lobbying update. She reviewed the Cork & Carry bill that was sent to the board. This bill will allow limited wineries to cork and carry a bottle of wine for their customers. The best way to achieve this would be to expand the food requirements in tasting rooms. This includes offering sandwiches and light snacks, which could be as simple as offering bags of chips to customers. The bill will be introduced tomorrow with Representative Herod as one of the sponsors.

2. Education

The board reviewed the 2018 VinCO Final Report. The overall feedback was great from the 2018 event. The VinCO & Education Committee will begin meeting in March. This committee will discuss and decide on the additional educational seminars that will be held this spring. James mentioned Glenn's father to possibly speak on behalf of Ravenswood Winery.

3. Finance

The Finance Committee discussed a time convenient to meet before the next board meeting with the staff. Monty and Christopher will touch base with the CAVE staff on scheduling.

4. Personnel

CAVE will again hire Amy Geckas this season as the Administrative Assistant to work on Mountain Winefest. Melinda will return from her vacation at the end of February. The board also discussed the new Visit Grand Junction Executive Director and the new direction they are taking. This includes moving their marketing focus and budget away from wine and onto outdoor recreation.

5. Marketing

The Marketing Committee met the week after VinCO and discussed many new and exciting things. These included a new, simpler design to CAVE's websites, WineColorado.org and ColoradoWineExperience.com. Christopher also discussed the Blending House Project. An update on Wine Around Colorado was given. So far, 4 wineries have signed up. The deadline to participate is March 16th. An updated website (that will be housed within CWX.com) is being built and the marketing and promotional materials are being rebranded. The event will take place June 9-10.

VI. Old Business

The board discussed the Viticulture Extension Program. The CWIDB put in for a Specialty Crops Block Grant that if funded, will help offset some of the fees associated with the new position. The board agreed that moving forward with both CSU and CWIDB is in the best interest for everyone involved. The CWIDB Research Committee will meet prior to the next full Wine Board meeting and Cassidee and Kaibab will try to join in on the meeting.

VII. New Business

Dave updated the board on a potential new event that could benefit CAVE and its members. CMU hosts a Wine Festival every October but could possibly move it to August. This upscale tasting only event draws upwards of 1,500 attendees and is sponsored by Fisher's Liquor Barn. Dave will reach out the event organizers to find out more information.

VIII. Adjourn

The meeting was adjourned at 10:49am.

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

Cassidee Shull, CAVE Executive Director

Approved at _____, 2018 Board meeting

_____ Kaibab Sauvage, President