

**COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)  
BOARD MEETING MINUTES**

**CAVE Office  
April 11<sup>th</sup>, 2018  
9:00am-10:30am**

**I. Call to Order**

The meeting was called to order at 9:05am. Kaibab Sauvage, Monty Haltiner, Sherrie Hamilton, Garrett Portra, Brandon Witham and Dave Ashwanden joined in the CAVE office. Staff present was Cassidee Shull. Guest present was Stephanie Fransen-Hicks.

**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**

*Brandon motioned to approve the March 14<sup>th</sup> meeting minutes. Monty seconded the motion. The minutes were approved by the board.*

**IV. Executive Directors Report**

Cassidee presented the Executive Director's Report. The Colorado Mountain Winefest applications are available online and to date, the office has received 45 winery applications and 33 vendor applications. The application deadline for wineries is April 13th while the application deadline for vendors is April 27th. The board discussed future plans regarding the amount of double booths being requested for Mountain Winefest. Space has become an issue. Fewer and fewer artisan vendors are being able to be accepted due to space constraints within the park. The board discussed the possibility removing 20x20 booth spaces all together, only allowing wineries to bring 10x20 tents. More discussion will be had regarding this problem as we move into the 2019 planning next year. With VIP Tickets sold out, we have sold 1,302 General Admission tickets, 27 Non-Drinker and 290 shuttle tickets so far. The Colorado Mountain Winefest Committee has met again and almost all shoulder events have been outlined. The 2018 Commemorative Winefest Poster will be available Friday. CAVE members are able to purchase prints in groups of 10 for \$10 each while the public is able to purchase prints for \$15 or \$30 signed by the artist.

The supervisor CAVE has previously hired to run the VIP tent at Mountain Winefest is no longer available. Mistalynn Myeraan, formerly with Visit Grand Junction will take over the position this year.

Cassidee attended a media reception coordinated by the Colorado Tourism Office last week in Denver and made several beneficial contacts for CAVE, the Colorado wine industry and Mountain Winefest.

Staff will begin pulling the Mountain Winefest permits. Red Fox Cellars has offered to pull the permit this year.

Winefest was nominated as Best Festival by the Daily Sentinel's Best of the West. We will know our placement, either first, second or third, after their event this Thursday.

**V. Committee Reports**

**1. Lobbying**

Stephanie gave the Lobbying Committee update. There are just 28 days left in session. CAVE's "Cork & Carry Bill passed unanimously through the entire process. This is the third successful bill CAVE has passed in the last three years!

Stephanie updated the board on SB-217. This bill gives off premise privileges for the first time. It would also make holding private parties at a home illegal without obtaining this off-site service permit. The Brewers Guild, Cider Guild, and Tavern League are opposed to this bill while the CLBA and Distillers Guild are neutral. Stephanie asked the CAVE board what our stance is.

*Monty motioned to oppose SB-217. Dave seconded the motion. The motioned was approved by the board.*

It is not looking like the Brewers Guild will be introducing a sales room bill this session.

Stephanie also spoke about the meeting she, Kaibab and Christopher and Patrick Maroney, with the Liquor Enforcement Division, had regarding the Growers License. Patrick is understanding of what is trying to be accomplished and agrees with it. Stephanie will circle back with all of the stakeholders and create a factsheet that will be sent out to the industry to outline what this Growers License does and does not do.

The board and Stephanie discussed awarding Representative Herod with "Legislator of the Year" Cassidee will work with Stephanie and the board on these details as the event approaches.

The bill regarding donating wine to silent auctions has passed and will go into effect this August. CAVE and the CWIDB will work to spread the word to the industry.

## 2. Education

The VinCO & Education Committee also met last week. Potential speakers for the conference are being contacted while seminar topics are being discussed. The goal is to have registration online in October.

The Customer Service Staff Training Workshop has been planned and will be held once in Denver and once in Palisade. This seminar will be offered June 11 at Balistreri Vineyards and again June 13 at Wine Country Inn. This hands on workshop will teach tasting room staff to better connect with customers and learn to manage a variety of tasting room scenarios. Master of Wine, Ashley Hausman Vaughters will also teach a Wine Service portion of the workshop and touch on promoting the Colorado wine industry as a whole. Registration is \$25 for CAVE members and \$35 for non-members. Day of registration will be \$30 for CAVE members and \$40 for non-members. Registration is limited to 50 attendees at each location and online registration ends June 6<sup>th</sup>.

All 2018 CAVE Scholarship recipients have been contacted and their checks have been mailed.

## 3. Finance

The finance committee met last week and discussed the types of reports they would like staff to pull for committee updates.

## 4. Personnel

Cassidee reminded the board that she will be out of the office April 21-May 8 with limited access to email.

The board also discussed Group and membership-wide healthcare plans.

## 5. Marketing

The CTO and Visit Grand Junction are hosting the Colorado Tourism Roadmap to identify new travel regions within the state. This professionally facilitated, invitation-only workshop will take place on April 23<sup>rd</sup> from 2:00pm-5:00pm at Two Rivers Winery. Christopher Leader will attend at the CAVE Marketing Chair in the place of the Executive Director.

The new website updates are coming along nicely.

There was little if any feedback after canceling Wine Around Colorado.

There is a new Wine Festival taking place August 17-19 in Copper named the Copper Crush. Event organizers are looking for Colorado wineries to take part. There are no vendor fees to participate and they are open to wineries to give educational lectures or seminars. CAVE will participate with a booth promoting Mountain Winefest as well as book signing of Winelands of Colorado.

The Palisade Rotary will be launching a new Donor App shortly and would like to partner with CAVE. There is no cash outlay needed from CAVE, just % of income to be donated back to CAVE to be used for potential scholarships, VinCO or whatever we see fit. Participating wineries on the Palisade Fruit & Wine Byway must offer some sort of discount to be included on the app, by one get one drink or bottle purchase, 15% off, etc. customers download the app for \$20, visit all of the participating business and win a prize. Of the \$20 fee to purchase the app, \$7 goes to the developer. The Palisade Rotary will front the initial \$2,000 startup fee. They have come to CAVE to help with getting wineries on board to participate in this app.

## VI. Old Business

The board discussed the Viticulture Extension Position in association with the SCBG that may or may not be approved and next steps moving forward with the CWIDB.

**VII. New Business**

The June CAVE Board meeting will have to be rescheduled due to the Tasting Room Workshop taking place June 13<sup>th</sup>. The June CAVE Board meeting will take place June 14<sup>th</sup> at 9:00am at the CAVE office or via conference call.

CAVE is in need of wine donations for the Grand Valley Beer Fest that will take place on May 11<sup>th</sup> at the CMU Ballroom. CAVE will have a booth promoting Colorado Winefest and pouring sips of Colorado wine. Zero invoices will need to be made out to Colorado Mesa University. Carlson Vineyards, Red Fox Cellars and Two Rivers agreed to donate wine.

The board discussed offering preapproved expense reimbursements for board travel.

*Garrett move to reimburse travel expenses for board members with preapproval. Monty 2<sup>nd</sup> the motion. The motion passed unanimously.* This includes \$25 per day for meals and the .54 cents per mile.

**VIII. Adjourn**

The meeting was adjourned at 10:33am.

**Next Board Meeting: CAVE Office, May 9th at 9:00am at the CAVE Office.**

Cassidee Shull, CAVE Executive Director

Approved at May 9<sup>th</sup>, 2018 Board meeting

 Kaibab Sauvage, President

