

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

I. Call to Order

The meeting was called to order at 9:04am. Kaibab Sauvage, Monty Haltiner, James Ferguson, Sherrie Hamilton and Christopher Leader joined in the CAVE office. Michael Barton joined by phone. Staff present was Cassidee Shull.

II. Approval of Agenda

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

III. Approval of Minutes

Christopher motioned to approve the February 14th, 2018 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 17 winery applications and 19 vendor applications. The application deadline for wineries is April 13th while the application deadline for vendors is April 27th. For the first time in the history of the event, VIP tickets have SOLD OUT the first week of March! 926 General Admission tickets have been sold while 16 Non-Drinker, and 180 shuttle tickets had been sold. This time last year, under 500 General Admission tickets and 120 VIP tickets had been sold. The Mountain Winefest committee met last week and have begun outlining the shoulder events. The 2018 Commemorative Poster will go to print this week and will be available shortly. With tickets selling so much faster this year, the board inquired if attendees were purchasing more wine inside of the park, the answer was yes. There was also discussion of repeating an event like Winefest during another time throughout the year. Because so many wineries are requesting double booth spaces, the staff is having to limit the number of vendor booths each year. This is becoming problematic not only for the park layout but also the general feel of the event. The Winefest Committee will continue to look at a solution to this for future years.

V. Committee Reports

1. Lobbying

Stephanie was unable to join the meeting but sent along a legislative update for the board. Regarding CAVE's Cork and Carry Bill, SB-173: The bill passed out of House Business this week with both the Wine Institute and the Cider Guild in support. She will continue to update the board as it moves through the process.

SB-067: CAVE supported this bill which allows the donation of a physical bottle of wine to an auction as opposed to a gift certificate to be redeemed at the winery or liquor store. The bill made it fully through the legislative process and was signed into law March 1st.

SB-189: This bill goes a step further from SB-067 to allow for those donated bottles of wine to be opened at the event and resold by the glass. For many reasons, this bill is very problematic. It does not specify who opens and serves the wine, how it can be sold and where the money goes. It also does not speak to the liability for over service, etc. Stephanie has spoken to CLBA, the group behind the bill, and according to them, the bill language was not their intent so they will be killing the bill instead of making amendments. The bill is scheduled with be heard in senate business this week and an update will be given shortly.

Stephanie is working with Kaibab and Christopher on a coordinating a meeting with LED regarding the Grower's License.

2. Education

The VinCO & Education Committee met last week to begin planning the 2019 VinCO Conference & Trade Show. The conference will take place January 14-17, 2019 at Two Rivers Convention Center. An additional educational seminar for 2018 is being developed focusing on customer service and sales room staff for Colorado wineries featuring Sandra Hess and Ashleigh Hausman Vaughters. This seminar is currently scheduled for the first week in June taking place in Denver and again in Palisade. More

information regarding this will be sent out shortly. A half day seminar during VinCO was also discussed focusing on winemakers and grape growers.

The board reviewed the 2018 CAVE Scholarship applications. The office received four applications and has a total of \$2,500 to allocate.

Monty motioned to award \$500 to Michelle Cleveland and \$650 to the other three applicants. James seconded the motion. The motion passed unanimously.

The board discussed the Amateur Winemakers Competition and the fee structure for participating Amateur Winemakers at VinCO. The overall goal is for all Amateur Winemakers to see the benefit of CAVE and become Individual Members. For the past 2 years, Am Winemakers have had their VinCO fees waived. The board discussed this.

Monty motioned for those that enter the Amateur Winemakers Competition to pay the \$10 fee to attend VinCO. Christopher seconded the motion. There was discussion. The motion passed unanimously.

Monty motioned to allow the first entry fee be waived in the Amateur Wine Competition for CAVE members (a \$15 savings). James seconded the motion. The motion passed unanimously.

3. Finance

The Finance Committee scheduled a meeting on March 26th at 1:00pm at the CAVE office. There was discussion of earmarking any additional funds brought in from VinCO for the future Viticulture Specialist Position.

4. Personnel

Cassidee updated the board on her travel plans this April. She will also be working on an exciting side project featuring Texas Wines.

The board also discussed the changes in health insurance. Sherrie will be looking into an association wide group insurance policy that requires at least 50 people to buy in. This is something CAVE would like to offer to its members. She will work on this with Mel.

Monty motioned to allow Mel to work additional hours for her buy into the CAVE's group insurance policy. James seconded the motion. The motion passed unanimously.

5. Marketing

Long Point Digital sent in a bid of \$3650 for a website redesign that includes a new customer payment process. This would change the format in which CAVE members renew their membership as well as the CAVE merchandise shopping cart. The board discussed this proposal.

James's motioned to approve the proposal if funds are available. Christopher seconded the motion. There was discussion. The funds will be moved from the Winefest marketing account. The motion passed unanimously.

The board discussing Wine Around Colorado. The application deadline for winery participation is March 16. To date we have 15 wineries signed up. If less than 30 wineries sign up, the event will be canceled due to lack of participation and interest from the industry. The board discussed potential future event that could take the place of Wine Around Colorado next spring/summer.

The board also discussed the Blending House Project. The next step is to bring in the industry for a round table discussion. This group will include those that were part of the original project including, Whitewater Hill, Colterris, Infinite Monkey Theorem, Kingman Estates Winery, Creekside Cellars and Talon Wine Brands. Christopher Leader will reach out to these winemakers and schedule a focus group.

VI. Old Business

There was no old business.

VII. New Business

There was no new business.

VIII. Adjourn

The meeting was adjourned at 10:31am.

Next Board Meeting: CAVE Office, April 11th at the CAVE Office.

Cassidee Shull, CAVE Executive Director

Approved at Apr. 11th, 2018 Board meeting



Kaibab Sauvage, President