

COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
CAVE Office
October 17th, 2018
9:00am-10:30am

I. Call to Order

The meeting was called to order at 9:03 am. Board members present were Sherrie Hamilton, James Ferguson, Phillip Patton, Kaibab Sauvage and Dave Aschwanden. Monty Haltiner and Brandon Witham joined by phone. Staff present was Cassidee Shull. Guests present was Stephanie Fransen-Hicks and Doug Caskey.

II. Approval of Agenda

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

III. Approval of Minutes

Phillip motioned to approve the August 8th meeting minutes. James seconded the motion. The minutes were approved by the board.

IV. Executive Directors Report

Colorado Mountain Winefest was another overwhelming success! We had attendees from over 45 states and 6 countries, 60 wineries participated and hosted over 10 ticketed events. Cassidee has begun securing sponsorship for the 2019 Winefest with Alpine Bank signing on as the title sponsor for next year, among almost all others. Tickets for the 28th annual Colorado Mountain Winefest will go on sale for Cyber Monday, November 26th at 9:00am. The 2019 Winefest will take place September 19-22. The board discussed raising the ticket prices for the 2019 Winefest.

James motioned to raise the General Admission and VIP tickets to Colorado Mountain Winefest by 20%. Dave seconded the motion. There was discussion. The motion passed unanimously with one board member abstaining. Tickets to the 2019 Colorado Mountain Winefest will \$60 for General Admission and \$250 for VIP.

The board discussed the park layout and winery double booth spaces inside of the park.

Sherrie motioned to only allow single winery booth sizes at the park (10x20). Christopher seconded the motion. There was discussion. The motion passes unanimously.

V. Committee Reports

1. Lobbying

Stephanie presented the lobbying report.

She discussed the Direct Shippers Permit Language and the discussions had between the Wine Board, the Wine Institute and the Cider Guild.

There was discussion regarding the cider industry wanting to be exempt from paying the development tax from the CWIDB. At this point, CAVE has no position on this until formal language is provided.

2. Education

Doug Caskey joined the meeting to discuss the Specialty Crops Block Grant and the funding behind it. The board reviewed the job description. CAVE will contract through CSU for \$15,000 per year for a 22 month period. No one can be hired before the paperwork is in place. The funds will be due once the position is hired and the travel begins.

Registration for the 9th Annual VinCO Conference and Trade Show is live. All online registration for the conference will end on January 10th at 5:00pm. Pre-registration is available at the following prices:

CAVE Members - \$10 per person, per day

Non-Members - \$35 per person, per day

Students - \$5 per person, per day

Lunch \$15

Banquet \$40

Day of pricing is available at the following pricing:
CAVE Members - \$35 per person, per day
Non-Members - \$45 per person, per day
Students - \$10 per person, per day
Lunch \$20
Banquet \$50

Ads for the conference program will be available for purchase by the end of the week. If you would like to advertise, please contact the CAVE office.

The Awards of Excellence applications are also online. The categories are, Winery of the Year, Grower of the Year and Friend of the Colorado Wine Industry. All applications are due to the CAVE office by January 4th.

The Amateur Winemakers Competition deadline is this Friday, October 19th. The competition will be held on November 3rd at the Wine Country Inn. Monty will be coordinating the competition again this year. The Awards Reception and Luncheon will take place on Tuesday, January 15th during VinCO at Two Rivers Convention Center. This is a ticketed event and will include lunch and tasting of Amateur Wine as well as a panel discussion from our Am Wine Judges. All those that have entered the Amateur Winemaker Competition are able to attend this Awards Luncheon at no cost.

Finance

Monty presented the Financial Report. Now that Mountain Winefest is complete and the remainder of invoices are in, we have a good idea of where we stand with the event. The budgeting process will begin this month with a preliminary budget ready for board review in November.

The board reviewed Long Point Digitals and Stephanie Fransen's 2019 contract.

Sherrie motioned to approve Long Point Digital's and Stephanie's contracts. Christopher seconded the motion. The motion passed unanimously.

3. Personnel

Amy's last day with CAVE was this Tuesday. She has been offered an internship with Talon Wine Brands through December! The staff will keep the board posted if she will be returning next year.

Regarding health insurance, the office will begin looking into new plans that will be available for Cassidee and Mel come January.

4. Marketing

The new websites are both live and promotion and communication has gone out to membership. Please continue to utilize these new features for the growth of our industry.

VI. New Business

There are three positions open for the CAVE Board of Directors. Applications can be found online and the deadline to nominate is November 9th.

The Colorado Winefest Art Contest has been announced. The deadline for entry is January 4th with a \$700 cash prize for the winner. There will be a new online voting mechanism this year.

Governor's Cup – Colorado Uncorked Event at Historic Colorado November 8th. Tickets on sale now. Cassidee will be awarding Rep. Leslie Herod 2018 Legislator of the Year at this event.

Cassidee was accepted into the Leadership Program on partial scholarship for the next year with the Colorado Tourism Office!

VII. Old Business

Cassidee will meet with the coordinators of the Sweetheart 5k this week to begin planning for the February 16th event. CAVE will host a smaller version of the Chocolate & Wine event after their 5k run in Fruita.

VIII. Adjourn

The meeting was adjourned at 11:25am

Next Board Meeting: CAVE Office, November 14th at the CAVE Office.

Cassidee Shull, CAVE Executive Director

Approved at Nov 14, 2018 Board meeting



Kaibab Sauvage, President