

**COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
CAVE Office
December 12th, 2018
9:00am-10:30am**

I. Call to Order

The meeting was called to order at 9:04 am. Board members present were Kaibab Sauvage, Monty Haltiner, James Ferguson, Phillip Patton, Dave Aschwanden, Christopher Leader, Garrett Portra and Sherrie Hamilton. Staff present was Cassidee Shull. Guests present were Stephanie Fransen-Hicks and David Deming.

II. Approval of Agenda

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

III. Approval of Minutes

Monty motioned to approve the November 14th meeting minutes. Garrett seconded the motion. The minutes were approved by the board.

IV. Executive Directors Report

Cassidee announced the three new members to join the CAVE board, Ulla Merz, Juliann Adams and Scott Smith. They will be joining the rest of the board in January for their first meeting on the 14th. Tickets to The Festival in the Park for Colorado Mountain Winefest went on sale November 26th during Cyber Monday. A limited amount of discounted General Admission tickets were available at 9:00am and sold out in record time, under 2 minutes, crashing both the Winefest website as well as the Eventbrite website. All other Festival in the Park tickets went on sale at 10:00am. In 17 days of sales, 741 General Admission tickets have been sold, 104 Shuttle tickets have been sold, 8 non-drinkers and 206 VIP tickets are sold, breaking all previous ticket sale records at this time!

The board discussed double booth spaces at Winefest. Every winery that would like to attend Winefest will be allowed to, with no changes to single booth sizes or pricing. With the amount of wineries requesting double booths in previous years, space has become increasingly tight, making laying out the park extremely difficult and the ratio of wineries to vendors unbalanced. The board discussed limiting the number of double winery booths (20x20 spaces) to ten (10) and shortening the application time frame. These booths would be available at premium pricing, first come, first serve and located at end caps throughout the park.

Monty motioned that for the 2019 Colorado Mountain Winefest, every Colorado winery license holder has the opportunity to apply for a double booth space (20x20) for \$500 OR a single booth space (10x20) for \$100. Only ten (10) double booths will be available and are limited to one winery per license, available first come, first served. Single booths (10x20) are available for \$100. Any additional 10x20 booths can be purchased for \$400 for each one thereafter but will not be placed together. Christopher seconded the motion. The motion passed with one board member abstaining.

The board discussed the application timeframe for Colorado Mountain Winefest.

James motioned that the application materials for Colorado Mountain Winefest be available on March 1st at 9:00am with the new deadline becoming March 15th at 5:00pm for all winery applications. Monty seconded the motion with one board member abstaining.

V. Committee Reports

1. Lobbying

Stephanie presented the lobbying report. She and Cassidee had a meeting with Carboy Winery requesting input on a potential bill they would like to run to change legislation regarding Vintner's Licenses. The board discussed this.

Garrett motioned to contact Carboy with the intent to remain neutral on the subject until further information is collected. James seconded the motion. The motion passed unanimously.

Stephanie updated the board on the status of the Sales Tax Rules. There is a Simplifying Sales Tax Coalition, ran by the lobbyist who represents Miller Coors, designed to give more fairness to businesses. This coalition has existed for several years, running bills regarding this issue in 2016, 2017 and a bill will

be brought forward this session by Rep. Gardner. It is \$2,500 annually to join as an association. The board discussed the possibility of joining. Stephanie will reach out for more information regarding membership dues, duties, etc. and will have a full report for the January meeting.

The board discussed a legislative policy regarding being in support of bills and remaining neutral rather than "running" a bill if it does not pertain to the membership/industry.

2. Education

VinCO Registration is live with 20 people registered per day thus far. All online registration ends on January 10th. The tentative schedule, lodging specials and registration can be found online at www.WineColorado.org. CAVE and WCHS will be planning a joint dinner the evening of January 16th at Café Sol for board members, spouses and VinCO Speakers.

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. None have been received thus far.

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

Applications are now available for the 2019 CAVE Scholarship Program.

Cassidee passed along an update as an Advisory Committee Member of the Viticulture & Enology Program at WCCC.

3. Finance

The board reviewed the 2019 CAVE budget.

Monty motioned to approve the 2019 CAVE Budget.

Christopher seconded the motion. The motion passed unanimously.

4. Personnel

Cassidee will be looking to hire a new Administrative Assistant for May through October to assist with Winefest. Job Descriptions and HR documents will be ready to go out in February.

Cassidee updated the board on her Leadership Journey program through the Colorado Tourism Office. Her next two-day session will be in Colorado Springs January 30-February 1.

5. Marketing

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

VI. Old Business

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

There will be six wineries participating in the new Chocolate & Wine Tasting event held in conjunction with the Fruita 5k next February. They are Stone Cottage Cellars, Garfield Estates Winery, The Peachfork, Whitewater Hill, Talon and Grande River Vineyards. Decadence Gourmet will cater the event and Enstrom Candies will sponsor the chocolate & truffles. Tickets are available for \$35 (\$30 if you are participating in the run) and the event takes place on February 16th at the Fruita Community Center from 3:00pm-5:00pm.

VII. New Business

David Deming joined the meeting to discuss a new wine delivery idea. He is interested in delivering Colorado wine from the Western Slope to the Front Range and wanted to get a feel from the industry on need. The board gave him his thoughts. He will reach out if he has any more questions.

James updated the board that as of the New Year, Talon will be charging a tasting fee in all three of their locations, \$5 for 5 tastes or guests can purchase a passport to use at all locations.

VIII. Adjourn

The meeting was adjourned at 11:12am

Next Board Meeting: CAVE Office, January 14th at Two Rivers Convention Center

Cassidee Shull, CAVE Executive Director

Approved at Jan 14th, 2019 Board meeting

 _____ Kaibab Sauvage, President