

COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
CAVE Office
April 8th, 2019
9:00am-10:30am

I. Call to Order

The meeting was called to order at 9:00am. Board members present were Dave Aschwanden, Juliann Adams, James Ferguson, Monty Haltiner, and Sherrie Hamilton. Scott Smith, and Ulla Merz joined by phone. Staff present was Cassidee Shull. Guest present was Stephanie Hicks and Doug Caskey.

II. Approval of Agenda

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

III. Approval of Minutes

Juliann motioned to approve the March 4th meeting minutes. Dave seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee presented the Executive Director's Report.

The CRA Show is moving forward. Information will be sent out to the membership in the coming weeks. Board members will attend the event in Denver on Sept. 17 to pour sips of Colorado wine and bring awareness to the industry.

V. CWIDB Update

Doug thanked the board for moving the CAVE meetings to the second Monday of the month so that he may attend.

He updated CAVE on the following items:

The Grape Growers Conference Calls will take place in the afternoon on the first Monday of the month. The Wine Board is currently in the midst of the RFP process for their new Marketing Contract.

VI. Committee Reports

1. Legislative

Stephanie presented the legislative report.

She has been working with the Distillers Guild on a resolution to send to congressional leaders in Colorado to sign on and advocate for the Beverage Modernization Act.

There has been no word on extending the May 31st deadline as of yet.

Cassidee updated the board on the updated Legislative Bulletin Page. Please find helpful information under the resources page.

Stephanie updated the board on the Cider Bill. The board discussed the whether or not the Cider Bill will effect VinCO Funding. Doug replied that nothing would be decided until the bill has been finalized.

2. Education

Cassidee updated the board on the Education Committee meeting that was held after the Board Retreat last month. The committee discussed the possibility of CAVE hosting Quarterly Membership Meetings located on the same day at different wineries across the state. CAVE would cover the cost of food as incentive for a winery opening up their doors to host the event. Registration will be done through CAVE. The goal will be to increase communication, cooperation and information sharing between the membership. There was discussion of bringing in speakers to future meet ups, theming them or overall offering more structure. The first few would involve just getting members together and allowing them to taste each other's wine and discussing what is going on in the industry at the moment. We would like to schedule the first one in May. The board discussed potential topics and icebreakers to get the event going.

A proposal was put together in light of last year's VinCO/WCHS conference as was discussed at the Board retreat. This proposal for event management was presented to the WCHS Board last month but was not accepted. This proposal involved registration management. Both organizations will continue to

work towards a successful conference as they have in the past.

Cassidee updated the board on the hiring process of the Viticulture Extension Specialist. Interviews were conducted with three candidates last week and final recommendations are being sent to CSU this week. The final candidate will be selected by the end of the month.

Cassidee updated the board on the Sensory Analysis Workshop that took place March 30th at WCCC. This workshop had 50 attendees plus our presenters and staff making it the most successful and well attended sensory workshop we have organized. We had commercial wineries, liquor store reps, restaurateurs, amateur winemakers and the general public interested in wine in attendance. We are looking to replicate the seminar in June on the Front Range.

The board reviewed the CAVE Scholarship Applications and made their selections.

Monty motions to award Mathew \$500 in scholarship funding and Andrew, Laura, Onyx, Nadia and Lee \$400 in scholarship funding. James seconded the motion. The motion passes unanimously.

3. Winefest

The winery application deadline was March 15th. We have 64 Colorado wineries participating in Winefest this year. The vendor application deadline is April 26th. We have 15 applications to date. There is a selection process that takes place the first week of May to narrow down which vendors will be accepted. All accepted vendors will be notified by May 10th.

4. Finance

There was no Finance Committee update.

5. Personnel

The Administrative Assistant position is posted and the office has received over 20 applications. The first round of interviews will begin next week.

6. Marketing

The Marketing Committee met after the Board Retreat to discuss and review the CAVE Membership Tier Structure. Cellar Dweller was discussed and updated. Ulla requested a list of the three CAVE membership tiers be sent to her.

VII. Old Business

The board discussed the Amateur Winemaker Conference. Monty will reach out to the board members interested in assisting with this conference in the future.

VIII. New Business

1. The Avalon Theater reached out to Cassidee and would like to host Friday's in July on the Terrace. These Food & Wine Pairing events would feature Colorado Wine paired with food presented by the Avalon chefs. They would like to split all ticket profits with CAVE but would be looking to have all wine donated from wineries. The board discussed this opportunity and even though unique, decided to pass at this time.
2. Cassidee was contacted by DIA to take part in a inaugural non-stop flight from DIA to Frankfurt to build more synergy between both viticulture areas, to represent CAVE and Colorado wine. She will keep the board updated as more information is sent out.
3. Juliann invited the board to attend a tour of the Cameo Shooting Range on April 18th at 4:00pm.

IX. Adjourn

The meeting was adjourned at 10:47am

Next Board Meeting: CAVE Office, May 13th 2019 CAVE Office

Cassidee Shull, CAVE Executive Director

Approved at May, 2019 Board meeting

 Monty Haltiner, President