

**COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)**  
**BOARD MEETING MINUTES**  
**Wine Country Inn**  
**March 4<sup>th</sup>**  
**3:00pm-4:00pm**

**I. Call to Order**

The meeting was called to order at 3:00pm. Board members present were Dave Aschwanden, Juliann Adams, James Ferguson, Monty Haltiner, Phil Patton, Scott Smith, Sherrie Hamilton and Peter Borup. Ulla Merz joined by phone. Staff present was Cassidee Shull. Guest present was Stephanie Hicks.

**II. Approval of Agenda**

*Scott motioned to approve the agenda. Juliann seconded the motion. The agenda was approved by the board.*

**III. Approval of Minutes**

*Juliann motioned to approve the February 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. It has come to the attention of staff that the CAVE board meetings interfere with the Monday Grape Growers Conference Calls. Doug Caskey has requested CAVE reschedule our monthly board meetings so that he may attend as an ex-officio member. The board discussed this request. The board proposed changing the meetings to the second Monday of the month.

The Colorado Restaurant Association has proposed a sponsorship opportunity for Colorado wineries for their 2019 Bar & Restaurant show, taking place September 17<sup>th</sup> at the Colorado Convention Center. They are offering discounted booth spaces (50% off) for wineries to attend. CAVE will receive \$100 back for each winery that signs up. The board was in favor of this opportunity.

**V. Committee Reports**

**1. Legislative**

Stephanie updated the board on the Sales Tax Bill (SB 6).

The board discussed the Cider Bill.

**2. Education**

The Board reviewed the VinCO Final Report. The Education Committee will meet to review additional opportunities discussed prior to the next board meeting.

**3. Winefest**

Winery & Vendor applications are now available for the 2019 Colorado Mountain Winefest. All applications can be found online at [www.ColoradoWinefest.com](http://www.ColoradoWinefest.com) under the winery & vendors tab. The deadline for winery applications is March 15<sup>th</sup> and the deadline for vendor applications is April 26<sup>th</sup>. To date 20 applications have been received with all 20x20 double winery booths being reserved. Winefest ticket sales are still pacing strong with over 1,600 GA tickets sold. The Winefest committee is working towards finalizing the shoulder events and placing tickets on sale this May.

**4. Finance**

Peter presented the Finance Committee update.

**5. Personnel**

The job description and interview questions are finalized for the Administrative Position. This position will be posted shortly and the application process will begin with the new hire to start in May.

**6. Marketing**

Cassidee updated the board on the Sweetheart Chocolate & Wine Tasting event that took place in Fruita on February 16<sup>th</sup>. Over 80 people attended this first time event with a total of over \$2,000 made in profits.

The Marketing Committee will meet prior to the next board meeting to discuss the membership tiers, Cellar Dweller and membership benefits in CAVE.

**VI. Old Business**

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

**VII. New Business**

**VIII. Adjourn**

The meeting was adjourned at 4:00pm

**Next Board Meeting: CAVE Office, April 8<sup>th</sup>, 2019 CAVE Office**

Cassidee Shull, CAVE Executive Director

Approved at April, 2019 Board meeting



Monty Haltiner, President