

**COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
CAVE Office
May 13th, 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, Monty Haltiner, Peter Borup, Scott Smith, Sherrie Hamilton and Phil Patton. Ulla Merz joined by phone. Staff present was Cassidee Shull. Guests present were Garrett Portra and Doug Caskey.

II. Approval of Agenda

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

III. Approval of Minutes

Phil motioned to approve the April 8th meeting minutes. Peter seconded the motion. The minutes were approved by the board.

IV. WineAmerica Update

Garrett joined the CAVE meeting as a board member of WineAmerica. Ulla had reached out to both Garrett and Michael Kaiser in the interest of CAVE joining WineAmerica. Garrett discussed how CAVE has done many positive things for the industry through legislation and outreach. He presented a membership opportunity to CAVE and the board with the potential of a prorated opportunity through the rest of the year. By joining WineAmerica, CAVE will receive insight, updates and news to the goings-on for the wine industry at the national level. Garrett explained that the prorated fee for the remainder of the 2019 year would be around \$600. Fees are based on \$12 per member rate for an association. The board discussed this opportunity. The CWIDB is currently a member but cannot lobby as an organization, something CAVE is able to do. Garrett explained that since he sits on the WineAmerica board, he would be happy to keep CAVE abreast as to what is going on.

Ulla motions to have CAVE join WineAmerica, Juliann seconds the motions. There was discussion. The motion passes unanimously.

V. CWIDB Update

Doug joined the meeting and presented the CWIDB update.

An introductory conference call will be held on June 17th at noon for the new State Viticultural Extension Specialist, Miranda Ulmer. Miranda will be working part time in June and will not be physically in Colorado until July. CAVE is a co-sponsor of this specialty crops block grant. Doug stressed that it is important to keep the lines of communication open and moving forward for active participation between all parties. Miranda is planning to travel around the state during her first few weeks in July. The board discussed an event or meet and greet to welcome her to the Colorado wine industry.

Doug also reported that the CWIDB met last month to renew their contract with Cultivator. Their next Marketing meeting will take place June 3rd. Today is the first meeting of Liquor Enforcement working Group.

Doug will have an update on the Wine Board's stance on the cider bill after their next wine board meeting.

VI. Committee Reports

1. Legislative

The board discussed the contiguous winery licenses. This is something that is expensive and costly. This is something that could potentially benefit distilleries, breweries as well as wineries. The board would like to move forward with this idea.

2. Education

The first CAVE Quarterly Meetup will take place on May 23rd at three locations around the state, the Grand Valley, the Front Range and the North Fork. Please RSVP and take part in this new networking event!

Cassidee updated the board on the hiring process of the Viticulture Extension Specialist. Miranda Ulmer has been hired and will start remotely this June.

Cassidee updated the board on the Front Range Sensory Analysis Workshop that will take place June 4th at Denver Metro.

3. **Winefest**

All tickets went on sale for Mountain Winefest last Friday at 9:00am.

4. **Finance**

Peter gave the Finance Committee update. The board discussed how to track the Winefest ticketing sales.

5. **Personnel**

The new 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 board discussed the membership tiers and marketing regarding them. A marketing committee has been scheduled to discuss further.

VII. Old Business

Monty discussed the potential Am Wine Conference and will reach out to those on the committee to move forward with planning and preparations.

VIII. New Business

There was no new business.

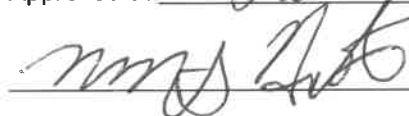
IX. Adjourn

The meeting was adjourned at 10:17am

Next Board Meeting: CAVE Office, June 17th, at 9:00am

Cassidee Shull, CAVE Executive Director

Approved at , 2019 Board meeting



Monty Haltiner, President