

**COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)  
BOARD MEETING MINUTES  
CAVE Office  
June 17<sup>th</sup>, 2019  
9:00am-10:30am**

**I. Call to Order**

The meeting was called to order at 9:02am. Board members present were Dave Aschwanden, Monty Haltiner, Scott Smith and Juliann Adams. On the phone was James Ferguson and Sherrie Hamilton and Peter Borup. Staff present was Cassidee Shull. Guests present was Doug Caskey and Stephanie Fransen Hicks.

**II. Approval of Agenda**

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

**III. Approval of Minutes**

*Scott motioned to approve the May 13<sup>th</sup> meeting minutes. Sherrie seconded the motion. The minutes were approved by the board.*

**IV. Executive Director's Report**

Cassidee presented the Executive Director's report. The CRA Bar and Restaurant Show is taking place September 17-18 in Denver. An email is ready to go out to the membership. Clarification was given to the board regarding who the email was directed towards. Doug mentioned that the Wine Board and Colorado Proud have participated in the past but that the buyers have not been present. Monty responded that the CAVE board will continue to promote Colorado wine industry however possible.

CAVE has joined WineAmerica per the discussion from the last Board Meeting. The prorated fee was \$420.

Cassidee updated the board on the presentation she gave to the Delegation of the Republic of Georgia.

**V. Committee Reports**

**1. Legislative**

Stephanie presented the legislative update to the board. The legislative session ended in May with several Sales Tax Bills passing. She will present a full legislative report at the next board meeting. There was no discussion of extending May 31<sup>st</sup> deadline at this time.

The Department of Revenue has appointed a new Director, Lou Cordova.

The board discussed how other states handle similar sales tax situations. July 22 is the next sales taskforce meeting.

Stephanie, Doug and Eric Foster all sit on the Liquor Enforcement Division Rulemaking Group. Stephanie will continue to update the board on these meetings.

**2. Education**

The first CAVE Quarterly Meetup took place on May 23<sup>rd</sup> at three locations around the state, the Grand Valley, the Front Range and the North Fork. The response was overwhelmingly positive! Several wineries across the state have reached out to host the next Meetup. A tentative date of August 29<sup>th</sup> has been set at the new CSU research center. It was suggested to stagger the dates so that members may attend all of them if they so choose.

Miranda Ulmer is putting together a survey for the industry and asked if we would like to add any questions. Please join the conference call today at noon to welcome her and discuss further.

The Wine Sensory Analysis Workshop was held on June 4<sup>th</sup> in Denver and was attended by nearly 30 members of the industry. Many requested the workshop be held again and had positive feedback.

**3. Winefest**

All tickets to Mountain Winefest are on sale with our first shoulder event (Chocolate & Wine) selling out last week. We have just 966 general admission tickets left and at this time last year had double that left. The food & wine pairing invitation went out last week. If you have a wine placement in a Grand Valley restaurant, please reach out to them as we are working to increase this event this year!

We are in need of two tour guides for our wine country bus tours on Friday and Sunday of Winefest.

**4. Finance**

Peter gave the Finance Committee update. The board discussed placing some of the funds sitting in the Grand Valley Bank account in a 24 or 36-month CD. Juliann will follow up with the specifics before the next board meeting.

**5. Personnel**

The board discussed the new hire and her permanence with the organization.

**6. Marketing**

The board discussed the feedback from the marketing committee meeting. Cassidee reiterated that Cellar Dwellers are not voting members. This membership tier was created to engage the consumer on a deeper level. The board discussed inviting a few Cellar Dwellers to the CAVE Meetup events in the future.

**7. CWIDB Update**

Doug reminded everyone to join the conference call today at noon to meet Miranda. The Governor's Cup Wine Competition will be accepting wine entries from mid-July through the end of August. The competition will take place September 13-15 with Colorado Uncorked taking place November 15 at History Colorado. The next CWIDB meeting will take place July 22-23 in Glenwood Springs.

**VI. Old Business**

There was no old business.

**VII. New Business**

James had a question about distributors and wine at trade shows. Doug will follow up with Liquor Enforcement.

**VIII. Adjourn**

The meeting was adjourned at 10:08am

**Next Board Meeting: CAVE Office, July 8<sup>th</sup>, 2019, at 9:00am**

Cassidee Shull, CAVE Executive Director

Approved at October, 2019 Board meeting



Monty Haltiner, President