

COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
CAVE Office
October, 14th 2019
9:00am-10:30am

I. Call to Order

The meeting was called to order at 9:00am. Board members present were Juliann Adams, Scott Smith, Monty Haltiner, Dave Aschwanden, Sherrie Hamilton and James Ferguson. On the phone was Phil Patton, Ulla Merz, Peter Borup. Staff present was Cassidee Shull. Guests present were Doug Caskey, Stephanie Fransen and Miranda Ulmer.

II. Approval of Agenda

Scott motioned to approve the agenda as amended. Dave seconded the motion. The agenda was approved by the board.

III. Approval of Minutes

Juliann motioned to approve the September 9th meeting minutes as amended. James 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 took place September 17-18 in Denver. As a first time vendor, the ability to market Colorado wine to this demographic was invaluable. There was a miscommunication between the convention center staff regarding some of the donated wine. The board discussed taking part in this event in the future. They felt like it was well worth the time to attend the event. There were many individual restaurants and sister organizations in attendance and the board made many wonderful contacts on behalf of the wineries.

There was a perception that Colorado wine was not of quality, which was changed after tastes were given. The same was true of price point. Overall it was a great opportunity to educate and taste the industry on Colorado wine. More information is and needed by the restaurateurs regarding contacts, price point and general information from the winemakers that donated product.

Cassidee attended the Colorado Governor's Tourism Conference last week in Denver and graduated from the CTO's Leadership Program! She will continue to be involved in the 2020 program by mentoring a 2020 Leadership Program participant as well as sitting on the advisory committee.

Cassidee also updated the board regarding the CTO Craft 201 grant which she received on behalf of the Tourism Advisory Board. She will meet with their peer mentor this month to begin their collaboration!

V. Viticulture Extension Report

Miranda presented her Viticulture Extension Update. She attended Colorado Mountain Winefest in September. Miranda and Horst also presented the Intro to Grape Growing Seminar the Sunday of Winefest.

They will be presenting the Viticulture Roadshow near the end of October in Fort Collins and Montezuma County, please sign up if they are in your area!

Miranda asked for feedback regarding educational seminars she would like to present. Michelle Moyer will be presenting a Sprayer Calibration Seminar on March 22nd.

Cassidee requested an update regarding the weather station repairs from Horst Caspari.

VI. Committee Reports

1. Legislative

Stephanie presented the legislative report.

Sherrie discussed the Non-Contiguous Premise that the legislative committee has been working on. There are concerns over the 10-mile radius among other issues. The board tabled this until further information can be gathered and the membership can be surveyed.

The board discussed the copyright issue. The settlement has been paid and CAVE is waiting to be reimbursed from the CWIDB.

2. Education

The last Quarterly Meetup has yet to be scheduled. The board discussed the timing to be after Thanksgiving and before Christmas.

The board discussed the funding mechanism brought up at the last meeting involving a percentage of tasting room fees being donated to CAVE and earmarked for the V&E Program and the Viticulture Extension Specialist, one of which was VinCO registration. This conference, a considerable value to the membership, has not had a registration increase in several years. The board, staff and committee continue to bring top of the line speakers at an incredibly reasonable rate to the membership and industry, while overall, expenses continue to rise.

Monty motioned to increase VinCO registration to \$15 per person per day for CAVE members (pre-registration) and \$45 day of. Non members will pay \$45 for pre-registration and \$55 day of. Dave seconded the motion. The motion passed unanimously.

Cassidee presented that the VinCO Registration is set to go live next week at the new pricing structure set. Advertising opportunities for the program will go out as well and trade show registration is currently live through the WCHS website.

The Amateur Winemakers Competition deadline is this Friday, October 18th with the competition being held November 1 & 2 at the new CSU Western Campus.

3. Winefest

Cassidee presented the Mountain Winefest final report.

Tickets to the 2020 event will go on sale December 2nd, at 9:00am with the 2020 event being held September 17-20.

4. Finance

Monty presented the Finance report. Budgeting will take place this month.

The board discussed potentially raising Mountain Winefest tickets in 2020.

5. Personnel

There was no personnel committee update.

6. Marketing

The board discussed the updated wine bottle carrier proof.

VII. CWIDB Update

Doug Caskey presented the CWIDB update.

The CWIDB had a booth at Mountain Winefest and discussed the upcoming Colorado Uncorked event with attendees. The competition was held in September and was overall down over 100 entries. Colorado Uncorked will take place November 15th in Denver. Tickets are available now!

VIII. Old Business

Cassidee reminded the board that Board of Director Nominations are currently available through November 8th.

IX. New Business

The Winefest Art Contest will go out next week!

X. Adjourn

The meeting was adjourned at 10:54am

Next Board Meeting: CAVE Office, November 11th, 2019, at 9:00am

Cassidee Shull, CAVE Executive Director

Approved at November, 2019 Board meeting

 Monty Haltiner, President