

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

I. Call to Order

The meeting was called to order at 9:02am. Board members present were Scott Smith, Phil Patton, Juliann Adams, Dave Aschwanden and James Ferguson. On the phone was Ulla Merz and Peter Borup. Staff present was Cassidee Shull. Guests present were Miranda Ulmer, Doug Caskey and Stephanie Fransen.

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

James motioned to approve the November 11th meeting minutes. Juliann seconded the motion. The minutes were approved by the board as amended.

IV. Executive Director's Report

Cassidee gave the Executive Director's report. She presented the answers to many questions from the legal consultation presented at the last board meeting. These included the firm's background and history with wineries and growers, the length of term as well as advertising limits and collaboration at VinCO. There was discussion.

She also presented follow up questions to Steve Menke's presentation. These included specifics around data ownership, who would be presenting the surveys, making phone calls to the membership and the overall purpose of the surveys. There was no decision to move forward with the proposal at this time.

V. Viticulture Extension Report

Miranda gave the Viticulture Extension Update. She presented a seminar on Cold Injury last month at Rogers Mesa that was well attended and was well received. In the future, the Viticulture Road Shows will be combined with pruning workshops.

There will be a viticulture component to the Hybrid Seminar at VinCO with Jenne Baldwin-Eaton on Monday, January 20th as well as the "Meet the New Viticulturist" seminar. Miranda also updated the board on the status of teaching at WCCC.

Doug will reach out to members of the both boards to gauge interest and availability regarding a joint Viticulture meeting ahead of VinCO in January.

VI. Committee Reports

a. Legislative

Stephanie presented the legislative report. She is waiting to hear back from Michelle Stone-Principato, regarding questions involving dispensaries sponsoring Winefest and the non-contiguous language. Stephanie will email the board once we hear back.

LED held an emergency meeting regarding digital IDs. This information is available on the CAVE website under the Legislation tab. The biggest concern of the language being *shall* check IDs. LED understood the concerns and changed it back to *may*. More clarification is needed regarding Tray Tastings. CAVE & the CWIDB will look to Michelle for additional clarity.

The board discussed the WineAmerica membership and sponsorship for the upcoming 2020 conference being held in Colorado. \$500 will be earmarked for this sponsorship.

James motioned to join WineAmerica in 2020. Juliann seconded the motion. The motion passed unanimously.

The board discussed the pros and cons of the joining the Sales Tax Coalition again in 2020 and decided not to renew this membership.

b. Education

Please RSVP for one of the three upcoming CAVE Quarterly Meetups taking place December 10th, 11th and 12th across the states. Bring a gift wrapped bottle of wine for the gift exchange to get into the holiday

spirit!

The board discussed adding the option for non-members to attend Meetups in 2020 for a nominal fee of \$5 as a recruiting tool to join CAVE.

Dave motioned to allow non-members to attend Quarterly Meetups at \$5 per Meetup. Julian seconded the motion. There was discussion. The board would like staff to reach out to non-members after attendance to encourage them to join CAVE as well as limit their number of visits to two before joining. The motion passed unanimously.

VinCO registration is live. To date, we have almost 30 registrants per day with online registration ending on January 16th. Please view the updated schedule and lodging specials at winecolorado.org! Cassidee will send out specific dinner itineraries as we near the conference and invites all board members to join staff and speakers for the after hours' events and dinners. The CAVE Membership Meeting will take place Wednesday, January 22nd at 1:00pm during the conference. Cassidee will present the annual report to the membership as well as welcome incoming board members. A draft agenda will be sent out at the beginning of the year. She encouraged every board member to make every effort to attend this first board meeting as well as the VinCO Conference in person.

The board discussed the CAVE Scholarship Applications. Notes will be applied from the board and an updated application will be sent via email for review and approval.

c. Winefest

Cassidee updated the board on the status of the Mountain Winefest title sponsorship as well as the overwhelming successful Cyber Monday sale. The new title sponsor for Mountain Winefest is The Grand Junction Group, a supportive Real Estate Agency in the Grand Valley! They are very excited to partner with CAVE and the wine industry. Cassidee also updated the board on the Cyber Monday sale for Winefest. 350 discounted Cyber Monday tickets sold out within 10 minutes and 172 VIP tickets sold in 24 hours as well as 385 additional GA tickets were sold, breaking a new record! In 2018, 104 VIP tickets were sold and a total of 526 GA tickets sold. To date, 918 GA tickets, 218 VIP and 119 shuttle tickets have been sold, meaning there are just 32 VIP tickets left after one week!

The board discussed the 2020 Mountain Winefest application processes and procedures. Winery applications will be available March 2nd at 9:00 am with the deadline being March 13th at 5:00 pm. Vendor applications will also be available March 2nd with the deadline being April 24th at 5:00pm. There was discussion surrounding running a lottery for the double, 20x20 winery booths for 2020. Monty recommended to move forward with the current way until more discussion can be had by the board and the membership at VinCO.

There was also discussion surrounding the marijuana sponsorship for Mountain Winefest. The feedback so far from LED is that the sponsorship will not affect CAVE's ability to apply for federal grants seeing as the organization is not a 501c5, it is a 501c6. Cassidee will continue to look into this further as well as take feedback from the membership at the meeting during VinCO.

d. Finance

Peter presented the Finance report. The board reviewed the proposed 2020 budget.

e. Personnel

Cassidee presented the proposed employee hourly raises based on their 2019 reviews. She discussed combining the Program Director and Volunteer Management to one hourly wage and presented the new Volunteer Management Software. The board approved purchasing the new software.

Cassidee also updated the board that Sandie will most likely retire from CAVE in 2021. She is agreeable to assisting with mentoring a new accountant in the position when this time comes.

Monty discussed the Executive Director's review. The Personnel Committee would like to compile a summary sheet pertaining to the Director's job description, sponsorship commissions as well as health care benefits. They would like to create a succession plan for the Executive Director and Program Director. Monty recommends a six-month review with no change in salary at this time as well as a proposed contract.

f. Marketing

Cassidee updated the board on the 3-bottle wine-carrier. She was able to discuss the price quote issue

with Scott's supervisor at Deline Box and received the agreed upon quote for 2,000 units. These boxes will be ready shortly. The board would like to see these 2,000 units be offered to all those that were originally interested. Cassidee will reach out and coordinate this.

Cassidee updated the board on the Safe Streets Initiative. CAVE, the Brewers Guild and the Distillers Guild are all part of this initiative through the beginning of January.

VII. CWIDB Update

Doug presented the CWIDB update.

There was discussion between how to fund the Viticulture Extension Position into the future between all of the organizations, CSU, the Wine Board and CAVE. The wine board agreed to match CAVE's sponsorship in the future.

The Craft Beverage Modernization Act expires Dec. 31st. More than enough sponsors exist but there is no vehicle to pass the bill.

The Wine Board has voted to continue the Governor's Cup and Colorado Uncorked into 2021. The combined expenditure is \$70,000 for these two events with \$1,000 being donated to History Colorado. Over 600 people attended Colorado Uncorked this November. The Wine Board will do more digital advertising and will discontinue the billboards.

The next Wine Board meeting will take place January 19th at 1:00pm at the CSU Western Campus ahead of VinCO.

VIII. Old Business

The CAVE Board nominations are now closed. There are four nominations for three open positions including Peter Borup, Dave Aschwanden, Simone FM Spinner and Logan Schlutz. Voting will take place online through December 13th. Over 45 votes have been tallied so far with a few days left in the election. Get out and vote!

IX. New Business

There was no new business.

X. Public Comment

There was no public comment.

XI. Next Board Meeting

The next CAVE Board Meeting will take place Monday, January 20th from 9:00am-11:00am at Two Rivers Convention Center. Cassidee urged every board member to attend this meeting in person, as we will be electing officers and selecting committees and reviewing the membership meeting agenda.

XII. Adjourn

The meeting was adjourned at 11:01am

Cassidee Shull, CAVE Executive Director
Approved at February, 2019 Board meeting



Monty Haltiner, President

