

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
Conference Call
April 13, 2020
9:00am-11:00am**

I. Call to Order

The meeting was called to order at 9:02am. Board members present were Phil Patton, Dave Aschwanden, Monty Haltiner, Scott Smith, James Ferguson, Juliann Adams, Peter Borup, Ulla Merz and Simone Spinner. Staff present was Cassidee Shull.

Guests present were Stephanie Hicks, Miranda Ulmer and Doug Caskey.

II. Approval of Agenda

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

III. Approval of Minutes

Peter motioned to approve the March 9th meeting minutes. Juliann seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee presented the Executive Director's report. She reviewed what steps CAVE staff has taken to offer support to wineries and growers of the past month including creating a central winery directory on WineColorado.org, deferring dues for winery members until May 31 among others. This is a perilous time for everyone including our industry. Since the beginning of the Covid-19 crisis, she has taken part in many conference calls with WineAmerica and other wine associations across the country. During one of the WineAmerica calls, the discussion of discounting membership dues was brought up. The board discussed delaying membership dues further.

Ulla motioned to pause winery member dues until 7/31/20. Monty seconded the motion. The motion passed unanimously.

Cassidee also updated the board on the CTO Craft 201 Grant. The grant has been completed. She is now in the process of completing a \$7,500 Implementation Grant to assist with marketing the Town of Palisade.

V. Committee Reports

a. Legislative

Ulla presented the Legislative Committee Update. The committee discussed and modified the Non-Contiguous premise language.

Cassidee created a Covid-19 Resource page on WineColorado.org which includes LED updates.

b. Education

The following events were cancelled due to Covid-19; March 22 Sprayer Calibration Seminar, the March CAVE Quarterly Meetups as well as the DTC Educational Seminar featuring Donnie Winchell.

The next VinCO and Education Committee Meeting will take place Monday, April 27 via conference call.

There are no new updates from the WCHS Board at this time.

c. Winefest

The Winefest Committee met recently in March to discuss the event moving forward. There is no need for winery/vendor deadline extensions at this time. The board discussed the winery and vendors' dues for the events. The staff has been receiving many questions regarding a refund policy for both ticket holders as well as vendors. The board discussed this.

To date, we have sold 2,148 GA tickets; not including the 400 tickets earmarked for Tour de Vineyards. This time last year, we had sold 1,966 tickets.

d. Finance

Peter presented the Finance Committee update. The Winefest & Finance Committee will hold a joint

meeting later in the week to discuss further.

e. Personnel

Cassidee discussed the timing and difficulty of hiring a part-time event assistant during this time. The Board met via conference call to discuss the positions similar to the ED's like Doug, Kyle, and the Colorado Brewers Guild to look at a salary justifiable to Cassidee's salary. They will meet again in the next week to discuss further.

Marketing

The Marketing Committee met earlier this month to discuss other ideas in which CAVE can assist in supporting the industry during this time. The Winery and Shipping page is being constantly updated and promoted. We have also created a collaboration with the Colorado Restaurant Association and any participation winery wanting to donate a portion of their sales to the Angel Relief Fund, a charity specifically for Food & Bev workers affected by Covid-19. CAVE will market this partnership, launch press releases and targeted ads as well as add an additional listing on the winery and shipping page. So far, many wineries have signed up! CAVE and the Wine Board have also hosted weekly marketing brainstorming calls on Fridays at 1:00pm which have been very well attended.

CAVE has also launched the #ColoradoWineChallenge social media campaign. The board reviewed the possibility of promoting a t-shirt campaign as well.

Monty discussed CAVE taking part at the CRA show in 2020. The Marketing Committee will review this with the potential to add additional educational seminars to the booth if the partnership and event should take place again this year.

VI. Viticulture Extension Update

Miranda presented the Viticulture Extension update. Many pruning workshops were canceled due to Covid-19. Miranda was able to roll out a three-part grape growing series last week. The second one will take place next week. 91 people tuned in with dozens of people requesting more information. She will be sending additional information on the spotted lantern fly as well. She is also working on the online viticulture class with WCCC and CSU.

VII. CWIDB Update

Doug presented the CWIDB Update. On April 15, WineAmerica will be sending out a new survey regarding Covid-19. The wine board is on hold regarding what revenues will look like. The media trip, This is Colorado Wine Camp has been postponed. Media buys have also been postponed. There is a Research Committee meeting this coming Wednesday at 10:00am. Horst will be presenting his research for the past three years.

VIII. Old Business

There was no Old Business.

IX. New Business

Bridge Funds: The board discussed the possibility of offering bridge loans to members. The Finance Committee will discuss this further during their meeting regarding the legality and availability of funds.

Marketing: The board discussed purchasing radio and/or online ads promoting "Buy Colorado Wine".

LED: The board discussed working with LED to communicate what is and isn't allowed regarding reopening. Cassidee will schedule a call with Michelle Stone-Principato as well as other members of the industry moving forward.

X. Public Comment

There was no Public Comment.

XI. Next Board Meeting

The next CAVE Board Meeting will take place May 11th via conference call at 9:00am.

XII. Adjourn

The meeting was adjourned at 11:01am.

Cassidee Shull, CAVE Executive Director
Approved via Zoom at the May 2020 Board meeting
Monty Haltiner, President