

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES**

Conference Call

May 11, 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 Miranda Ulmer 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

James motioned to approve the April 13 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 gave an update on what steps staff is providing during the Covid-19 crisis. The weekly marketing calls on Friday continue to be attended by the industry. The CRA promotion has been marketed and has gained traction. This includes press releases, interviews and social media promotion all promoting Colorado wineries who have agreed to donate a portion of sales towards the CRA Angel Relief Fund. The Colorado Winery & Shipping Page continues to be updated as well as the Covid-19 Resource Page.

Cassidee also updated the board on the CTO Craft 201 Grant. The \$7,500 implementation grant was also awarded. These funds will be used for a social media campaign to promote Palisade when given the green light from the state.

The board reviewed the WineAmerica Colorado Survey Results. Over 30 Colorado wineries responded to the survey.

V. Committee Reports

a. Legislative

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

Cassidee updated the board on the Craft Alcohol Industry group that has been meeting over the past week. This group consists of CAVE, CWIDB, the CO Brewers Guild, the CO Cider Guild and the CO Distillers Association. They have successfully put together a document of proposed guidelines for reopening tasting rooms that will be sent to the Governor's Working Group that includes LED, and the Colorado Department of Public Health and Environment (CDPHE). This document will also sent to the Colorado Tourism Office by request.

b. Education

The VinCO and Education Committee met this month and discussed the VinCO Conference. Phil provided an update for the board.

c. Winefest

The board discussed the future of the 2020 Colorado Mountain Winefest.

Monty motioned to make a decision regarding moving forward with Winefest at the June 8th Board of Directors Meeting. In the meantime, no vendors will be vetted, no fees will be processed and no additional events will be placed on sale. In the interim, a joint Marketing, Education and Winefest Committee Meeting will be held to create a contingency plan, Juliann seconded the motion. The motion passed unanimously.

d. Finance

Peter presented the Finance Committee update.

e. Personnel

Monty presented the personnel committee update. The committee has not met but will schedule a meeting next week.

f. Marketing

The marketing committee will meet next week in regards to Winefest.

VI. Viticulture Extension Update

Miranda presented the Viticulture Extension update. Throughout the month of April, she held a 4-part grape growing series. These are available online. Horst and Miranda will create a fact sheet on cold injury in Colorado.

VII. CWIDB Update

Doug presented the CWIDB Update. Brian Turner and Michelle Stone-Principato will attend the 9th CO Wine Marketing Brainstorming Session. The Wine Board passed their budget reflecting a large decrease in marketing and Horst's budget. They will be doing some paid targeted social media ads as well as branded masks. Doug is still working on how to live stream TIPS trainings.

VIII. Old Business

There was no old business.

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 June 8th via conference call at 9:00am.

XII. Adjourn

The meeting was adjourned at 10:26am.

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