

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

October 11, 2021

9:00am-11:00am

I. Call to Order

The meeting was called to order at 9:02am Board members present were Laura Black, Juliann Adams, Phil Patton, Dave Aschwanden, Scott Smith, Ulla Merz, and Kevin Webber. Staff present was Cassidee Shull. Guests present were Stephanie Fransen-Hicks.

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

Dave motioned to approve the August 9th meeting minutes as amended. Juliann seconded the motion. The minutes were approved by the board.

IV. Viticulture Extension Update

Cassidee presented the Viticulture Extension update. Rob is working on several viticulture reports as well as seminars for VinCO. He has been promoting many weekly webinars as well.

V. CWIDB Update

Juliann presented the CWIDB update. The Colorado Uncorked event is taking place November 5th. Tickets are available online. The board inquired regarding the economic impact study that was conducted earlier this year. This information is available on the CWIDB website.

VI. Executive Director's Report

Cassidee presented the Colorado Mountain Winefest Final Report. She reviewed the survey results from attendees, volunteers, wineries, and vendors. The overall feedback was very positive; however, the two-day model is not sustainable moving forward for many reasons. This includes feedback from wineries and vendors needing to staff booths on site, as well as their tasting room, the sponsorship contract with WCCC as well as the volunteer and staffing needs. The board discussed this feedback.

Phil motioned to move Colorado Mountain Winefest back to a one-day format with a suggested timeframe of 10:30am-5:00pm, with 50 wineries and 4,300 attendees. Julian seconded the motion. There was discussion. The motion passed unanimously.

Cassidee also updated the board on the CTO Restart Industry Association Grant acceptance!

The fall WineAmerica conference has been canceled due to Covid-19.

VII. Committee Reports

a. Legislative

Ulla presented the Legislative Committee Update. She updated the board on SB-087. A comment submission reminder will be sent to the membership.

b. Education

Registration will be available this week for the conference. Hotel rooms are available for \$99/night and include breakfast and parking.

CAVE is also hosting a Tasting Room Manager Workshop in Denver on November 5th from 9:00am to 2:00pm. All are encouraged to attend.

Cassidee also updated the board on the Amateur Winemaker Competition. The deadline for entry is October 15 with the judging taking place November 13th.

c. Finance

The board reviewed the P&L and Budget vs Actual Variance Budget Breakdown. Juliann and Cassidee will begin working on the budget this month.

d. Winefest

The board discussed continuing promoting Colorado Wine Week events into 2022.

e. Marketing

The board discussed the Grand Valley Barrell Tasting event CAVE will be taking over next spring. The dates for next year will be April 23 & 24 and May 14 & 15. This event will be open to all CAVE members, though 7 wineries will be randomly selected for each weekend. A chef and or restaurant will be paired with each winery. An agreement will be created for the participating wineries regarding the expectations.

f. Personnel

There was no Personnel Committee update.

VIII. New Business

There was no New Business.

IX. Old Business

CAVE board elections will begin this fall with three current board members cycling off, Julian Adams, Ulla Merz and Scott Smith. Board nomination forms will be available this October.

X. Public Comment

There was no public comment.

XI. Next Board Meeting

The next CAVE Board of Directors Meeting will take place on November 8th 2021 at 9:00am via Zoom.

XII. Adjourn

The meeting was adjourned at 10:38am

Cassidee Shull, CAVE Executive Director

Approved at _____, 2021 Board meeting

_____ Scott Smith, President