

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
Conference Call
October 12, 2020
9:00am-11:00am**

I. Call to Order

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

Guests present were Stephanie Hicks, 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

Scott motioned to approve the September 14th meeting minutes as amended. Juliann seconded the motion. The minutes were approved by the board.

IV. Viticulture Extension Update

Doug presented the Viticulture Extension update. Jenne & Miranda are currently looking to send in 50 samples of Cabernet Franc and Marquette to ETS. They are requesting funding assistance from CAVE & CWIDB. More information to come.

On November 9th, Miranda will give a presentation on Spotted Lanternfly as well an update during her VinCO presentation. Winemakers, grape growers and fruit growers are encouraged to attend.

V. CWIDB Update

Doug presented the CWIDB update. They submitted their CTO matching grant last month for a photography book in collaboration with John Fielder.

The CWIDB have joined Care for Colorado through the Colorado Tourism Office.

Doug also updated the board on a Pest Modernization Act that will be introduced through the Department of Ag. Members of the Dept. of Ag will attend the next CAVE Legislative Meeting to present more information on this matter.

VI. Executive Director's Report

Cassidee presented the Executive Director's Report. She updated the board on the status of the Passport Program. The grant was submitted on September 29th in partnership with the Brewers Guild, the Cider Guild and the Distillers Guild. The CTO is expecting to reach out to approved applicants by November. CAVE's match is \$2,600 with an in-kind match of \$1,300. There is a conservative potential revenue of over \$20,000 during FY21. The board discussed this project and impact to members.

The next virtual event will take place on November 19th from 5:30pm-7:00pm entitled Holiday Cooking with MasterChef Shaun O'Neale. Attendees will receive an ingredient list as well as a suggested Colorado wine list and will have the opportunity to cook alongside MasterChef season 7 winner, Shaun O'Neale. This is an interactive event with all proceeds benefiting CAVE. Tickets are currently available.

VII. Committee Reports

a. Legislative

Ulla presented the Legislative Committee update. Due to lack of registration, it was decided to cancel the virtual town hall meeting scheduled for October 14th.

CAVE will continue to send out LED updates and information on the regulations affecting tasting rooms.

Stephanie presented an update on the prime sponsor for the non-contiguous bill. Edie Houton will be the prime sponsor for the bill. A drafter nor a senate sponsor has been added at this point.

A meeting will take place next week with the other Manufacturing Associations to discuss what other bills, if any, they will be running next session. This update will be given at the next Legislative Committee meeting.

There was no update regarding SUTS at this time.

b. Education

The board reviewed the current VinCO schedule. The announcement for registration will be made shortly.

The application deadline for the CAVE Amateur Winemaker Competition is October 16th with the competition being held on November 7th at the new CSU facility. We have over 50 entries thus far!

c. Winefest

Cassidee updated the board on the new direction of Colorado Mountain Winefest. In accordance with the outdoor event guidelines, The Festival in the Park will take place Saturday, September 18th and Sunday September 19th. 2,300 tickets will be sold each day and all booths in attendance will be 10x10 in size. Only 30 wineries and 15 vendors will participate a day. The new hours of the event will be 12:00pm-4:00pm with a one-hour early access for VIP attendees from 11:00am-12:00pm. 10 VIP Cabanas will also be available at \$1,000 each (to include 8 tickets each) and will include concierge service, a private 10x10 tent, seating of 8, 2 bottles of wine, early access, snacks, water and more!

Tickets for Winefest will go on sale during Cyber Monday on November 30th. There was discussion surrounding Mountain Winefest and ticketing fees.

Simone motioned to set the new prices for Mountain Winefest as follows: VIP tickets to \$275, General Admission tickets to \$75, Cabanas at \$1,000 and shuttle tickets priced at \$20. Juliann seconded the motion. The motion passes unanimously.

d. Finance

Cassidee presented the Finance Committee Update. The finance committee will meet in the coming weeks to begin the budget process. A draft budget will be presented at the November board meeting.

e. Personnel

There was no Personnel Committee update

f. Marketing

The board discussed the 3-bottle wine carrier project.

There was discussion on press surrounding smoke taint as well as what the CTO's marketing efforts currently are.

VIII. Old Business

Cassidee updated the board that the Call for Board of Director Nominations deadline is November 6th. Applications can be found on the CAVE website.

The Colorado Winefest Art Contest deadline is January 8th. The gallery space has moved to the Craig Gallery in Palisade and there are no plans to host a reception in light of Covid-19 at this time. Applications can be found at www.ColoradoWinefest.com

IX. New Business

The board discussed hosting a strategic meeting in January for 2021 to include new board members.

The Silicon Valley Bank Survey will be taking place this October. All Colorado wineries are encouraged to participate to ensure that Colorado data can be extrapolated. Both Cassidee and Doug will send out reminders to the membership and industry, respectively.

James discussed HarvestHost and the Town of Palisade concerns. Talon received a code compliance complaint from the Town of Palisade regarding HarvestHost campers on their winery property. James feels like being part of this brings interest to Palisade but understands there are concerns with spotted lanternfly. The board discussed these concerns. It was decided that though this affects the Palisade wine area, this is an issue that individual business owners can address with the Town of Palisade, rather than CAVE being involved, as the CAVE Board does not represent an individual area specifically.

Doug spoke of the concerns and caution regarding Spotted Lanternfly.

X. Public Comment

There was no Public Comment.

XI. Next Board Meeting

The next CAVE Board Meeting will take place November 9th via Zoom.

XII. Adjourn

The meeting was adjourned at 10:56am

Cassidee Shull, CAVE Executive Director

Approved at _____, 2020 Board meeting

_____ Monty Haltiner, President