

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

I. Call to Order

The meeting was called to order at 9:04am. Board members present were Phil Patton, Monty Haltiner, Scott Smith, Juliann Adams, Dave Aschwanden, Scott Smith, Peter Borup and Ulla Merz. Staff present was Cassidee Shull.

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

II. Approval of Agenda

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

III. Approval of Minutes

Juliann motioned to approve the October 12th meeting minutes as amended. Monty seconded the motion. The minutes were approved by the board.

IV. Viticulture Extension Update

Miranda presented the Viticulture Extension update. The freeze that took place on October 25th and the 26th was extremely severe. After doing thousands of samples, she is seeing the majority; if not all of the primary buds are dead. This is incredibly devastating as it is the single worst freeze event in decades. Miranda is looking to offer grafting and replanting seminars for the industry in the future. She is hoping to send out retraining information and possibly bringing in a crew from California to do a retraining of a large number of vineyards if needed.

She also presented a Spotted Lanternfly update. She is hoping to make Colorado vineyards and growers aware of this pest. Dead flies have been found in Oregon and Ohio. A seminar will be held this afternoon at 1:00pm for the industry. There is also collaboration to get the Spotted Lanternfly listed with Upper Valley Pest Control District.

There is no update on the amount of money on the request of funding for the smoke taint survey at this time.

V. CWIDB Update

Doug presented the CWIDB update. The Wine Board met last Thursday, and pending approval, the Governor's Cup will be held next spring with the hopes that an outdoor event will be held next summer.

The board also voted to submit a Disaster Declaration request regarding the recent frost damage to the grapes in Mesa and Delta County.

The Wine Board would like to have a joint board meeting with CAVE on Feb. 4th, this is a flexible date at this time.

There was discussion regarding the survey results from the industry in response to continuing the Colorado Governor's Cup.

VI. Executive Director's Report

Cassidee presented the Executive Director's Report. There has been no update regarding the CTO Marketing Matching Grant. She will be interviewed regarding her work on the CRAFT Studio 201 grant that will be finalized in the coming months.

Many of her colleagues that sit on the WineAmerica monthly calls have been discussing new fundraising opportunities. One of which is an Alumni Wine Club. Cassidee sits on the CMU Alumni Events Committee and gauged their interest in this project last week. She also discussed the project in detail with the TN Wine Association Executive Director that launched the project. She went over the details with the board. There was discussion. The board suggested looking more into this project.

VII. Committee Reports

a. Legislative

Ulla presented the Legislative Committee update. She discussed the Spotted Lanternfly meeting with CDA that took place last week. This included an overview of the Pest Control Act that may be introduced next session. The goal of this act would be to foster collaboration between jurisdictions to aid in fighting pests.

Stephanie reported that a second sponsor has signed on to draft the non-contiguous bill, Jeff Bridges.

Both Cassidee and Stephanie held a meeting with the Manufacturing Associations regarding any possible legislation that may run next session.

Stephanie gave an update regarding the Denver "food adjacent rule" She spoke to Michelle who has a meeting today to fine tune everything. Cassidee will send out updates as they become available.

b. Education

Registration for the 2021 VinCO Conference taking place January 18-22 is live! To find the full conference schedule and to register, head to www.winecolorado.org. Registration for Monday's workshop on Tasting Room Management with Donnie Winchell is \$10 for CAVE member or \$20 for non-members. Registration for access to the entire lineup of seminars, Jan. 19-22 for CAVE members is \$50 or \$80 for non-members. Those that register will have access to the recordings for one month after the conference as well!

Cassidee gave an update on the WCHS Conference. They have everything in place for their in person conference taking place in January, but due to the increased COVID cases, are waiting until after Thanksgiving to either publicize the event or cancel. They are also looking into some virtual classes, but nothing is confirmed at this point.

The Amateur Winemaker Competition took place last Saturday at the CSU Research Station. Monty Haltiner coordinated the competition and had six distinguished judges lend their expertise. There were 113 entries this year, more than years prior! The award winners will be announced during the Am Wine Panel during VinCO in January.

Due to budgeting constraints, the normal \$2,500 CAVE scholarship fund for 2021 will be cut to just one, \$500 scholarship.

c. Winefest

Cassidee updated the board on the current outdoor event guidelines in Mesa County. Due to the increase in Covid-19 cases, outdoor events cannot exceed 75 people. This is down from 250 (or 50%, just one week ago) Due to this new change, the board discussed the timing and overall responsibility of placing Winefest tickets on sale in November, or in 2020 at all.

The office will communicate to the membership, press and past ticket holders of the decision not to place Winefest tickets on sale in 2020 due to county guidelines. They will also convey the updated event ideas for 2021.

d. Finance

The board reviewed the 2021 proposed budget.

Cassidee updated the board that she has received \$15,000 in funding from the GAP Fund. This is a grant and does not have to be repaid. More information will be forthcoming regarding the \$10,000 loan option for CAVE.

The Finance Committee will work on scenario budgets to present and approve at the next board meeting

e. Personnel

Monty presented the Personnel Committee update. The committee met last month and discussed Sandie leaving CAVE at the end of this year/beginning of next year. The organization is looking at outsourcing the accounting needs through an online platform as well as incorporating some in-person help.

The committee also reviewed the Executive Director Job Descriptions as well the Standard Operating Procedures (SOPs) created for all events. The committees, duties of the board were also reviewed. It was

decided that CAVE is an Advisory Board rather than an Activist Board, advising the Executive Director on projects and acting as a resource.

Monty also discussed the upcoming election. Regardless of who is nominated and elected, we are all here due to a passion for the Colorado wine industry, regardless of "skin in the game". There must be a direction for the industry moving forward. The board must come together to advise the Executive Director and staff.

f. Marketing

Cassidee has reached out to Deline regarding the 3-bottle wine carriers. Their overall costs are going to go up 9% after December 1st and the rate they had given us is around \$2,700 for 2,500 units. This does not include shipping nor the new increase in costs. Ulla will send over her packaging contact as well.

VIII. Old Business

The CAVE Board of Director Nomination deadline was November 6th. There are 8 Nominations. Online voting will begin mid-November and run through mid-December. The nominations are John Sutcliffe, James Ferguson, Phil Patton, Kevin Webber, Laura Black, Logan Schlutz, Charles Talbott and Ian Kelley.

The Colorado Winefest Art Contest is currently accepting entries through January 8th. The gallery space has moved to the Craig Gallery this year.

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 December 14th via Zoom

XII. Adjourn

The meeting was adjourned at 11:01am

Cassidee Shull, CAVE Executive Director

Approved at _____, 2020 Board meeting

_____ Monty Haltiner, President