

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

**April 12<sup>th</sup>, 2021**

9:00am-11:00am

**I. Call to Order**

The meeting was called to order at 9:02am. Board members present were Phil Patton, Laura Black, Juliann Adams, Scott Smith, Ulla Merz, Logan Schlutz, Charles Talbott and Dave Aschwanden. Staff present was Cassidee Shull.

Guests present were Stephanie Fransen-Hicks and Doug Caskey.

**II. Approval of Agenda**

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

**III. Approval of Minutes**

*Phil motioned to approve the March 8<sup>th</sup> meeting minutes. Juliann seconded the motion. The minutes were approved by the board.*

**IV. Viticulture Extension Update**

Doug and Cassidee presented the Viticulture Extension update. A candidate was interviewed last week. If selected, this candidate would not be available to be in Colorado until July but would be available remotely in May.

The board requested if it was possible to review the candidate's resume. Doug will inquire with CJ if this would be possible. The CAVE Board would also like to host a virtual meet and greet with the candidate.

**V. CWIDB Update**

Doug presented the Wine Board update. Applications are open for the Phillips Rhodes scholarship Grant. There is a total of \$6,000 of funding available.

The CWIDB is moving forward with the Governor's Cup in August. The Call for Entries will go out next month and the recruitment of judges has begun.

**VI. Executive Director's Report**

Cassidee updated the board on the Liquid Arts Passport Program that launches today. Expect to see social media and press promotion throughout the week! Please encourage your wine club customers and consumers to purchase this passport as it supports the Colorado Craft Beverage industry, including CAVE!

**VII. Committee Reports**

**a. Legislative**

Ulla presented the Legislative Committee update.

CAVE's Non-Contiguous Bill has passed the house and is assigned to the finance committee. Members may be needed to testify. The Pest Control Modernization Act has passed the house. The Festival Bill has passed the Senate and is headed to the finance committee.

*Ulla motioned to oppose SB-2187, the Agriculture Worker's Bill. Juliann seconded the motion. There was discussion. The motion passed unanimously.*

*The legislative committee recommends CAVE support the Agriculture Worker's Modernization Act as introduced. Juliann seconded this motion. The motion passed unanimously.*

Stephanie updated the board on SB-133 which allows only club licenses to sell comingled donated product.

*Juliann motioned to oppose SB-133. Ulla seconded the motion. The motion passed unanimously.*

*Juliann motioned that CAVE joins the Colorado Agriculture Council for \$300. Ulla seconded the motion. The motion passed unanimously.*

The next legislative meeting will take place April 22 at 10:00am.

**b. Education**

The 2022 VinCO Conference is moving to the DoubleTree by Hilton next January! CAVE will once again be partnering with the WCHS to host the conference and trade show January 18-20. The VinCO Conference will be shortened to allow for travel time for attendees and speakers and will offer the banquet on Wednesday evening. The cost for the conference will include lunches and dinner with the additional option of a room for out-of-town guests.

**c. Finance**

Juliann presented the Finance Committee update. The board reviewed the 2021 amended budget.

*Juliann motioned that the CAVE board approve and adopt the 2021 amended budget. Dave seconded the budget. There was discussion. The motion passed unanimously.*

Scott discussed the salary and the hourly raises for the Program Director and Executive Director.

*Dave motioned to approve a salary increase of \$10,000 for the Executive Director and an hourly increase from \$22 an hour to \$26 an hour for the Program Director. Phil seconded the motion. The motion passed unanimously.*

*Dave motioned to make the raises retroactive to the first of the year per the amended budget. Juliann seconded the motion. The motion passed unanimously.*

**d. Winefest**

Dave presented the Winefest update. Winefest tickets went on sale March 29<sup>th</sup> for 2020 ticket holders. Saturday VIP tickets sold out in two hours. Tickets went on sale to the public on March 30<sup>th</sup> and Saturday General Admission tickets sold out within 24 hours! All but one Saturday Reserved Cabana sold out within one week! Less than 10 Sunday VIP tickets and 1,000 General Admission tickets remain!

The lottery was held and of the 48 winery applications received, 35 were randomly drawn and accepted. To date, one winery has dropped out and we are moving down the list. The vendor application deadline is April 23 and staff have received many applications.

The marketing for Winefest will now focus on Colorado Wine Week, taking place September 12-19. A new combined logo will be created for those businesses wanting to take part in the marketing opportunity.

**e. Marketing**

Laura presented the Marketing Committee update. The 3-bottle wine carrier program is tabled for now. This project may be picked back up this fall when members and wineries have both more capital and time. The "Trade Tasting" project had very little response and has also been put on pause.

The committee has utilized Slack as a new means to communicate, both between the board and the membership.

The committee has also looked into bringing back the Quarterly Meetups with one tentatively scheduled in June.

**f. Personnel**

Scott presented the Personnel Committee update.

**VIII. New Business**

There was no new business.

**IX. Old Business**

There was no old business.

**X. Public Comment**

There was no public comment.

**XI. Next Board Meeting**

The next CAVE Board of Directors Meeting will take place on May 10<sup>th</sup> at 9:00am 2021 via Zoom.

**XII. Adjourn**

The meeting was adjourned at 11:06am

Cassidee Shull, CAVE Executive Director

Approved at \_\_\_\_\_, 2021 Board meeting

\_\_\_\_\_ Scott Smith, President