

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
May 10th, 2021
9:00am-11:00am**

I. Call to Order

The meeting was called to order at 9:00am. Board members present were Phil Patton, Laura Black, Juliann Adams, Scott Smith, Ulla Merz, Logan Schlutz and Kevin Webber. Staff present was Cassidee Shull.

Guests present were Stephanie Fransen-Hicks and Doug Caskey.

II. Approval of Agenda

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

III. Approval of Minutes

Ulla motioned to approve the April 12th meeting minutes. Juliann seconded the motion. The minutes were approved by the board.

IV. Welcome and Introductions

The board welcomed and introduced Kevin Webber with Carboy Winery to the CAVE Board of Directors.

V. Viticulture Extension Update

Cassidee and Doug presented the Viticulture Extension update. Robert Blundell will be traveling to Colorado the week of May 25th. A meet and greet will be coordinated between growers as well as the CAVE board. All are welcome and encouraged to attend.

Due to a work visa issue, it is not looking like he will be able to begin physically working in Colorado until July.

VI. CWIDB Update

Doug presented the Wine Board update.

There are 6 applicants so far for the Phillips Rhodes scholarship. The CWIDB will be sending out a Business Development survey to the industry. Media campaigns will go live on May 17th. Two billboards are slotted for the Denver area. The John Fielder project is also underway as well as the Economic Impact Study.

VII. Executive Director's Report

Cassidee thanked the CWIDB for \$5,000 of funding for VinCO 2022. She also presented an update on the Liquid Arts Passport Program. Sales are off to a slow start and she encouraged participating members to continue to market the program to their wine club members throughout the summer.

The Sales and Use Tax Seminar will take place this afternoon at 1:00pm. A Sensory Analysis Seminar will take place May 24th at 9:00am.

VIII. Committee Reports

a. Legislative

Ulla presented the Legislative Committee update. Doug and Cassidee were appointed to the Rulemaking Committee this year. CAVE's non-contiguous bill has passed and is only waiting on the signature of the Governor.

The Festival Bill is scheduled for the appropriations committee this week.

The board discussed the Ag Workers' Rights Bill.

The next Legislative Committee meeting will take place May 13th at 10:00am.

b. Education

The 2022 VinCO Conference will take place January 18-20 at the DoubleTree! CAVE will host a dinner on Wednesday night as well as several wine & grape exhibitors. Registration and program information will be available in the coming months. A virtual component of the conference is being scheduled for the first week of February.

c. Finance

Juliann presented the Finance Committee update.
The board reviewed April's P&L.

d. Winefest

Cassidee presented the Winefest update. There are just over 600 General Admission tickets left for Sunday's Festival in the Park as well as four Reserved Cabanas available.

The event submission form for Colorado Wine Week is available and those wishing to create an event are encouraged to send them in!

The vendor jury for Winefest was held last week as well. Accepted and rejected vendors have been contacted.

A Photo Scavenger Hunt was discussed to coincide with Wine Week and potentially the Passport Program. The Winefest permit was discussed and will be pulled within the coming weeks.

e. Marketing

Laura presented the Marketing Committee update. The first quarterly meetup will take place June 9th at Talbott's from 6:00pm-8:00pm. The board discussed hosting a Front Range Quarterly Meetup. Additional festival events will be discussed in the next Marketing Committee meeting.

f. Personnel

Scott presented the Personnel Committee update.

IX. New Business

There was no new business.

X. Old Business

There was no old business.

XI. Public Comment

There was no public comment.

XII. Next Board Meeting

The next CAVE Board of Directors Meeting will take place on June 14th, 2021 at 9:00am via Zoom.

XIII. Adjourn

The meeting was adjourned at 10:24am

Cassidee Shull, CAVE Executive Director

Approved at _____, 2021 Board meeting

_____ Scott Smith, President