

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
June 14th, 2021
9:00am-11:00am**

I. Call to Order

The meeting was called to order at 9:10am. 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. Ulla seconded the motion. The agenda was approved by the board.

III. Approval of Minutes

Ulla motioned to approve the May 10th meeting minutes. Phil seconded the motion. The minutes were approved by the board.

IV. Viticulture Extension Update

Cassidee presented the Viticulture Extension update. Rob Blundell traveled to the Western Slope the week of May 17th, visiting vineyards throughout the Grand Valley and North Fork AVAs. A hybrid seminar was held on May 19th to introduce Rob to the industry, review his background and education. He will begin working at the Western Campus on July 15th.

V. CWIDB Update

Doug presented the Wine Board update. The Wine Board has received 7 applicants for their scholarship program, however only one qualified and they have not received any follow up so far.

Information will be sent out shortly regarding the Governor's Cup. Entries will be accepted throughout July. The competition will take place August 13-15 in Denver.

The John Fielder project is ongoing, and John is out photographing vineyards, wineries and equipment.

The CWIDB is currently looking to fill the Grand Valley AVA grower/winery seat on the board.

VI. Executive Director's Report

Cassidee presented the Executive Director's report. She encouraged the board to complete the Colorado Concierge Certification Program through the CTO. This is a free program to complete.

The Liquid Arts Passport has been receiving fantastic press! Sales are continuing and partnerships are being formed with DMOs in each of the four regions. New members are being onboarded as well.

The first of many CAVE Quarterly Meetups was held last week as Talbott's Cider Co! We had a great turnout and have several more booked in the coming months. We are looking for hosts on the Front Range and other regions as well!

Cassidee answered any questions regarding the letter sent to the board from CAVE member Brian Wegner.

Cassidee has also been in contact with Bob Witham regarding CAVE taking ownership of the Barrel Tasting Events next Spring. This event will be sent to committee and planning will

begin this fall.

Cassidee surveyed the board on Cellar Dweller, the t-shirt design as well as selling the shirts through the retail tent at Winefest rather than in a separate booth in the Park. The board agreed to pull back the membership and just sell t-shirts through the retail tent at the event.

VII. Committee Reports

a. Legislative

Stephanie presented the Legislative Update. The legislative session ended on Tuesday, June 8th, 2021. There is the potential of holding a special session this fall. This was an incredibly busy and contentious session and Stephanie will be providing a final legislative report for the membership in the next 30 days detailing CAVE's involvement.

CAVE successfully passed our non-contiguous bill! Congratulations to everyone on their dedication and hard work! SB-087 passed and is awaiting signature. Amendments are headed to rule making. The Festival Bill has passed as well. The Events Incentive Bill has passed and is awaiting signature. The next Legislative Committee meeting will take place July 1st at 11:00am.

b. Education

Phil presented the update on the WCHS & VinCO Conference taking place next January. There was discussion on the registration fees for members and non-members for both the in person and virtual components of the conference. There was also discussion regarding recording the in-person conference. The CWIDB offered to pay for the recording of the conference if needed, Ulla thanked Doug for this offer. The board requested that the VinCO Committee meet once more to iron out these details and report back.

c. Finance

Juliann presented the Finance Committee update.

d. Winefest

Cassidee presented the Colorado Winefest update. With just 394 General Admission tickets left for Sunday's Festival in the Park, the focus remains on promoting and the creation of Colorado Wine Week events. Several events have been sent in thus far. The committee reviewed the approved Wine Week which Cassidee shared with the board. There is one Reserved Cabana available for Saturday and four available for Sunday.

The Colorado Wine Week Photo Challenge was discussed. This will include 4 "challenges" that locals and tourists alike will be encouraged to participate in.

e. Marketing

Laura presented the Marketing Committee update. The committee discussed the smaller festivals that have happened over the last few months and how CAVE could be involved in the future. CAVE can support these by marketing and promoting them through our available channels. The board also discussed utilizing a united hashtag, #DrinkColoradoWine, when posting anything on social media or communicating with members.

There was also discussion regarding a quarterly consumer facing newsletter. Is this a project that the CWIDB could take on?

f. Personnel

There was no Personnel Committee update.

VIII. New Business

There was no new business.

IX. Old Business

There was no old business. Scott thanked Cassidee, Stephanie and Ulla regarding work on the Legislative Committee on behalf of the Board.

X. Public Comment

There was no public comment.

XI. Next Board Meeting

The next CAVE Board of Directors Meeting will take place on July 12th, 2021 at 9:00am via Zoom.

XII. Adjourn

The meeting was adjourned at 11:01am

Cassidee Shull, CAVE Executive Director

Approved at _____, 2021 Board meeting

_____ Scott Smith, President