

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
June 13th, 2022
9:00am-11:00am**

I. Call to Order

The meeting was called to order at 9:06am. Board members present were Dave Aschwanden, Juliann Adams, Bret Neal, Kevin Webber, Laura Black and Phil Patton. Staff present was Cassidee Shull. Guests present were, Stephanie Hicks and Doug Caskey.

II. Approval of Agenda

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

III. Approval of Minutes

Bret motioned to approve the May 9th meeting minutes. Kevin seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee shared the news of former CAVE board president, Neil Jaquet's passing. His service will be held this afternoon at 2:00pm.

Cassidee presented the Executive Director's report. She reviewed the Barrel into Spring Final Report with the Board. She also reviewed the CAVE Membership final report with the board. Findings from this survey encouraged more Front Range activity and in the last Marketing Committee Meeting, there was discussion of hosting a Front Range Meetup on August 8th. The board discussed the timing and location of this event. Kevin offered to host this roundtable at Carboy Winery in Denver. The board also reviewed one of the top survey results for sharing information to the membership. Text messaging rated very high as a viable communication tool for the membership. Cassidee will research these cost options for the organization.

V. Viticulture Extension Specialist Update

Charlotte Oliver, Colorado's state viticulture extension specialist will begin her work with Colorado on July 1st. Tentatively, a Meet and Greet is scheduled for July 11th at 1:30pm at the CSU Western Campus. Cassidee will send out an RSVP reminder to the membership.

VI. CWIDB Update

The Wine Board will be sending out updates for the Governor's Cup this week. Entries will be taken July 5th through August 5th. The board met earlier in June and discussed their budget. To trim what was needed, they voted to not reprint their brochure this year. They will focus on digital advertising and QR codes. Doug welcomed input on other ideas and projects. The CAVE Board discussed placing a QR code on already existing maps (the Palisade TAB Map, West Elks Trail maps for example).

Doug had a meeting with Michelle with LED regarding updated legislation. One of which included incentivizing the use of Colorado fruit. The Wine board discussed several options to encourage this. Options included refunding everyone's grape and produce tax, creating a new tax incentive and finally the idea to create a farm winery license to build in benefits to the utilize local produce. The CAVE Board and Legislative Committee will discuss the Farm Wine License option further.

VII. Committee Reports

a. Legislative

The newly formed CAVE sub-committee met and reviewed the separate tax zones in Mesa County. This also included an update regarding the Mesa County Marijuana Ordinance Hearing that took place earlier in June. The County Commissioners did not decide during the hearing and will be hosting a workshop or a briefing on June 28th. Juliann will reach out to Cody Davis for more information that can be sent out to the membership.

Stephanie presented the legislative update. There is confusion in the industry regarding the new Retail Delivery Fee, how to file it and how to best record it. The Department of Revenue will be hosting an in-person and virtual workshop later this month. Cassidee will send this information to the membership once available.

The Governor's signing window has just closed. Stephanie will send over the Legislative Final Report this week. CAVE will discuss potential 2023 legislation in the next legislation committee meeting.

b. Education

Phil presented the Education Committee update. We have several new VinCO Committee Members. The seminar schedule is almost complete. The trade show invite will be sent out later this month. Registration for the conference will go online in October and information for purchasing ads in the Conference Programs will be available this fall

CAVE will host a TTB webinar in November or December as well as additional educational seminars that may focus on crop estimation and sprayer calibrations.

The CAVE Amateur Winemaker Competition will take place this November with the deadline taking place October 14th. Applications are online!

c. Finance

Juliann presented the Finance Report.

d. Winefest

Dave presented the Mountain Winefest update. Colorado Wine Week event applications have been sent. The deadline is July 1st, with events taking place statewide this year. The two additional CAVE events for Wine Week will take place again this year, Chocolate & Wine, and Wine. Dine & Paint. We have 45 wineries in attendance and 25 vendors for Winefest this year. The Educational seminars and Chef Demo schedule is being finalized. Volunteer information will be sent out this week.

e. Marketing

Laura presented the Marketing Committee Update. Laura discussed the CAVE survey results.

f. Personnel

There was no 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 July 11th at 9am via Zoom.

XII. The meeting was adjourned at 10:29am

Cassidee Shull, CAVE Executive Director

Approved at _____, 2022 Board meeting

_____ Scott Smith

