

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

I. Call to Order

The meeting was called to order at 9:03 am. Board members present were Scott Smith, Charles Talbott, Juliann Adams, Laura Black, Bret Neal, Phil Patton. Staff present was Cassidee Shull. Guests present were, Stephanie Hicks, Doug Caskey and Sheila MacDonald.

II. Approval of Agenda

Juliann 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 March 14th meeting minutes. Juliann seconded the motion. The minutes were approved by the board.

IV. Guest Presentation – Initiative 66 & 67 – Sheila MacDonald

Sheila MacDonald joined the meeting to present Initiative 66 & 67 to the CAVE Board. These involve placing wine in grocery stores and offering third party delivery of alcohol. The timeline of these initiatives moving forward includes garnering support over the next few months and then beginning the campaign in May and June. All signatures are due by August 6th. The board discussed how wineries and growers would be involved with the campaign in the future. Endorsement would look like poll sharing, funding (though not required) as well as being part of the letterhead committee. The board does not have enough information to move forward with a decision at this point but will continue to collect information as the initiative progresses throughout the summer.

V. Executive Director's Report

Cassidee presented the Executive Director's report. CAVE was not selected for the Tourism Management Grant which would have involved the Liquid Arts Passport Program. An update was given on the Restart Association Grant. The social campaigns are doing very well including the new CrowdRiff stories and this grant will close out in the next few months. Cassidee would like to send the contact information to the Wine Board's marketing committee as the social campaigns have been so successful with such a limited amount of funding. This process could have a much greater reach through the larger marketing dollars available from the Wine Board. A final report will be presented in the next marketing committee meeting.

The Hummel's have requested a letter of support from CAVE Regarding their Palisade Trolley. They have contacted several Palisade wineries and have received support but have received pushback from other tour operators in the area. They have received a letter of support from the Palisade Chamber of Commerce. They will be offering tours in the one, 30-passenger trolley throughout the Town of Palisade. They are requesting a letter of support from CAVE as well.

Phil motioned to send a letter of support for the Palisade Trolley, Charles seconded the motion. There was discussion. The motion passed unanimously.

Jenne has announced her retirement as the V&E instructor at WCCC. The position is currently posted.

VI. Viticulture Extension Specialist Update

Cassidee presented the Viticulture Extension update. One candidate has been selected and they are working on the details to finalize the hiring process.

VII. CWIDB Update

Doug presented the CWIDB update. They have finalized the Taste of Vail featuring Governor's Cup Wines which will include a Colorado Wine seminar. There were a lot of interest from restaurants. If they are to do this again next year, they will look at having several tables for individual wineries (\$550 per table) The media trip is taking place throughout the Grand Valley. April 25-29.

A Viticulture Seminar is tentatively scheduled for May with Joel Perez. More details to follow.

VIII. Committee Reports

a. Legislative

Stephanie updated the board regarding the ballot initiative.

The board discussed the SB-87 Farm Bureau Cedar Point Nursery topic. The Ag Coalition is looking to bring legislation for Key Service Providers. They will bring forward a lawsuit and are looking for funding. The farm bureau is looking for partners ranging from \$1000-\$20,000. They have requested if CAVE would like to contribute.

The board pulled last year's ask from the Farm Bureau of \$250. If we contribute to a lawsuit, we are liable to countersuits and will be named as party to the lawsuits. There was discussion.

b. Education

Phil presented the Education Committee update. January 16-19, 2023.

Vendor booths will be available in the next few months. Registration will be available in October.

The VinCO schedule is almost fully set!

c. Finance

Juliann presented the Finance update.

d. Winefest

Cassidee presented the Mountain Winefest update. We have our final number of wineries for our 2022 Festival in the Park, 45 Colorado wineries will be joining us and can be viewed at coloradowinefest.com. The vendor deadline is this Friday. We will jury all vendors and make final selections by the first week of May. The 2022 Commemorative Winefest posters are in and will be available for purchase both in the office and online this week! To date, we have sold 2,514 General Admission tickets. The Colorado Wine Week forms are available, and the deadline is July 1st for all event information to be sent in.

e. Marketing

Laura presented the Marketing Committee Update.

Barrel into Spring takes place April 23rd & 24th.

The Tasting Room Staff Training takes place on May 2nd. Registration is still open, and we have 19 registered so far.

f. Personnel

There was no Personnel Committee Update.

IX. New Business

There was no old 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 May 9th at 9am via Zoom.

XIII. The meeting was adjourned at 10:54am

Cassidee Shull, CAVE Executive Director

Approved at _____, 2022 Board meeting

_____ Scott Smith