

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

**July 11th, 2022
9:00am-11:00am**

I. Call to Order

The meeting was called to order at 9:05am. Board members present were Phil Patton, Scott Smith, Dave Aschwanden, Juliann Adams, Charles Talbott, Laura Black and Kevin Webber. Staff present was Cassidee Shull. Guests present were, Stephanie Hicks, Charlotte Oliver and Doug Caskey.

II. Approval of Agenda

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

III. Approval of Minutes

Juliann motioned to approve the June 13th meeting minutes. Dave seconded the motion. The minutes were approved by the board.

IV. Introduction of the New Viticulture Extension Specialist

The board introduced themselves and welcomed Charlotte Oliver to the industry!

V. Executive Director's Report

Cassidee updated the board that CAVE is an official sponsor of the upcoming Colorado Wine Walk taking place in Denver on August 7th. This in-kind sponsorship includes trade for Winefest totes at the event, social media marketing and a ticketing giveaway through CAVE's social media channels. Both Cassidee and Mel will attend the Festival in August.

CAVE will also be hosting a Front Range Luncheon on August 8th at Carboy winery from 11:30am-1:00pm. To date, 10 members are registered. This event is free to attend for CAVE members, and all are encouraged to join.

CAVE's text alerts are in the process of gaining followers. This service is very affordable. Just \$29 to send 500 messages a month. To date we have 20 subscribers. Please encourage staff and others to sign up for alerts. Just text CAVE to 844-658-1001.

A reminder that the Viticulture Extension Meet & Greet will take place this afternoon from 1:30pm-3:30pm at the CSU Western Campus. We have almost 20 registered to attend!

VI. Viticulture Extension Specialist Update

The CAVE Board welcomed Charlotte Oliver to the meeting. Horst and Charlotte will be offering a cosponsored workshop on August 12th. Cassidee will place the information on the CAVE calendar once available. Doug offered an update on the budget for the position.

VII. CWIDB Update

The Dept. of Revenue will offer an online seminar regarding the new delivery fee on August 4th. The Wine Board will host a Cultivar Camp on August 11th. Governor's Cup entries will be accepted through August 5th with the judging taking place in August. The Wine Board Legislative Committee met and discussed incentivizing using local grapes.

VIII. Committee Reports

a. Legislative

Juliann updated the board on the marijuana ordinance that was approved in Mesa County last week. The one stipulation that was added involved a business that cannot be in existence within 1,000 feet of a school 6th grade or up.

Ballot Initiative 115 was struck down for violating single subject. It is now moving forward as Ballot Initiative 121 and 122. The language in 121 is the same as 115.

The Primary Election concluded on June 28th. The document will be placed in the folder and sent to the board for review. There has been no updated on the Liquor Workforce Taskforce.

Cassidee will schedule a Legislative Committee Meeting to discuss some of these items in more detail this week.

b. Education

VinCO Exhibitor applications are available online for the conference taking place January 16-19 at the Grand Junction Convention Center.

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. Cassidee met with the local banks to discuss our Certificate of Deposit options. The CD matures on July 29th and currently sits at a 1.48% interest rate. Interest rates locally are terrible, and the board discussed placing the amount in a Money Market account for the time being.

Dave motions to move the CD to a money market account in the anticipation of interest rates possibly rising within the next year. Charles seconded the motion. The motion passed unanimously.

d. Winefest

Dave presented the Mountain Winefest update. Currently ticket sales are sitting at just 653 General Admission tickets left with 30 Wine Dine and Paint tickets remaining.

We have 19 Colorado Wine Week events including the Photo Challenge with more being listed daily. We are hosting these statewide, so please send your events to the office!

Mountain Winefest window posters and non-dated rack cards have been created and will be distributed later this month. Cassidee will have some available at this afternoon's event and in August as well. The Final Information Packets will go out in August. Volunteer information was sent out in June and hundreds of volunteers have signed up so far! John Fielder is unable to attend Winefest this year, but we have many exciting and engaging seminars and demons taking place at the park.

e. Marketing

Laura presented the Marketing Committee Update. Please RSVP for our August 8th event!

f. Personnel

There was no 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 August 8th at 9am via Zoom.

XIII. The meeting was adjourned at 10:19am

XIV. Cassidee Shull, CAVE Executive Director

Approved at _____, 2022 Board meeting
_____ Scott Smith