

**COLORADO ASSOCIATION FOR  
VITICULTURE & ENOLOGY (CAVE)  
BOARD MEETING MINUTES  
August 8<sup>th</sup>, 2022  
9:00am-11:00am**

**I. Call to Order**

The meeting was called to order at 9:04am. Board members present were Scott Smith, Dave Aschwanden, Laura Black, Phil Patton, Kevin Webber and Juliann Adams. Staff present was Cassidee Shull. Guests present were Stephanie Hicks, Charlotte Oliver.

**II. Approval of Agenda**

*Dave 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 July 11<sup>th</sup> meeting minutes. Kevin seconded the motion. The minutes were approved by the board.*

**IV. Executive Director's Report**

Cassidee updated the board on the Colorado Wine Walk event that took place over the weekend.

CAVE's Roundtable Luncheon is taking place this afternoon at Carboy Winery with almost 20 members attending!

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.

The CTO's Reimagine Industry Association Program is offering another round of funding opening on August 9<sup>th</sup>! This includes another 75 hours of peer mentorship as well as an additional \$10,000 towards a creative asset production shoot, bringing CAVE's total to \$20,000 if awarded. Last week, Kevin had mentioned offering a Colorado Wine Month, expanding on Colorado Wine Week in September. This could dovetail off the original grant idea, bringing digital awareness to the wine industry and tasting rooms for a targeted time of month. CAVE could focus on Colorado Wine Week and Mountain Winefest and potentially lean on the CWIDB to carry the rest of the month, bringing wine to restaurants and liquor stores. The grant would pay for photography to be used for social media ads, and other promotions. The grant deadline is Sept. 15 – we would like to apply immediately with Winefest coming up. The project must be complete by June – but all photos and marketing could be used to promote the upcoming event in September of 2023.

**V. Viticulture Extension Specialist Update**

Charlotte and Horst are presenting a workshop on powdery mildew on the 12<sup>th</sup>. They will also be hosting tasting seminars every other Thursday at the Research Station, limited to 15 people. Please sign up on their website.

**VI. CWIDB Update**

Juliann presented the CWIDB Update. The next wine board meeting will take place this Thursday. The in- person Chambourcin cultivar camp will take place this Thursday in Denver. The Governor's Cup Wine Competition deadlines was August 5<sup>th</sup>. The judging will take place later this month with Colorado Uncorked happening on November 5<sup>th</sup>.

**VII. Committee Reports**

**a. Legislative**

Stephanie presented the Legislative update. The liquor task force advisory group has been created and is accepting industry applications. Kevin and Cassidee have applied. There is another Liquor Rules working group taking place on August 23 with the final hearing happening on Oct. 23<sup>rd</sup>.

An update was given regarding the Festival Bill in the Rulemaking Group.

**b. Education**

Phil presented the VinCO update. Information has been sent our requesting trade show vendors.

Registration will go live in October.

The Amateur Winemaker Competition Deadline is currently accepting applications through October 14<sup>th</sup>

**c. Finance**

Juliann presented the Finance Committee Updated. The CD has been transferred into to the Grand Valley Money Market account.

**d. Winefest**

With just 220 General Admission tickets left, we are pacing a few weeks behind last year's sell out and 2019's end of July sell-out date. We have over 25 Colorado Wine Week events posted and are currently promoting them through our website, newsletters and social media channels. 11News is running rotating ads for them as well.

There are still a handful of tickets available to Wine. Dine & Paint.

Child and Migrant Services contacted the CAVE office last week to inform us that they will no longer be helping us with wine storage as it is not a profitable enough fundraiser for them. The board discussed subsidizing Child & Migrant Services at \$2,500 to continue this important partnership.

*Juliann motioned to offer Child & Migrant Services a guarantee of up to \$2,500 to assist with Wine Storage during Colorado Mountain Winefest. Dave seconded the motion. The motion passes unanimously.*

Our call for volunteers went out in June. We have openings in a few positions including gates, retail and volunteer check-in.

**e. Marketing**

Laura presented the Marketing Committee Update. There will be more to present after the Front Range Roundtable taking place this afternoon. A meeting will be organized this fall.

**f. Personnel**

There was no Personnel Committee Update.

**VIII. New Business**

Cassidee encouraged the board to begin thinking about new potential board members as the call will go out in October!

**IX. Old Business**

There was no old business.

**X. Public Comment**

There was no public comment.

**XI. Next Board Meeting**

The board discussed cancelling the September Board Meeting due to harvest and Winefest.

**XII.** The meeting was adjourned at 10:19am

**XIII.**

Cassidee Shull, CAVE Executive Director

Approved at \_\_\_\_\_, 2022 Board meeting  
\_\_\_\_\_ Scott Smith

