

**COLORADO ASSOCIATION FOR  
VITICULTURE & ENOLOGY (CAVE)  
BOARD MEETING MINUTES  
October 10<sup>th</sup>, 2022  
9:00am-11:00am**

**I. Call to Order**

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

**II. Approval of Agenda**

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

**III. Approval of Minutes**

*Phil motioned to approve the August 8<sup>th</sup> meeting minutes. Bret seconded the motion. The minutes were approved by the board.*

**IV. Executive Director's Report**

Cassidee presented the Colorado Mountain Winefest Final Report. This report discussed the total number of attendees, number of sponsorships received as well as the impact from Colorado Wine Week this year. Plans were also discussed for 2023. Almost all sponsorship contracts have been finalized for next year. Tickets to the 2023 event will be placed on sale November 28<sup>th</sup> at 9:00am. The board review many of the comments provided from the survey results. Overall, it was another incredibly successful year!

Cassidee presented the 2022 GovCon report. CAVE was a sponsor of wine for all receptions, and it was very well received, thank you Carboy, Mesa Park and Ordinary Fellow! Visit Grand Junction worked with Two Rivers Winery to provide the wine for the Awards banquet! We made amazing contacts that have assisted us greatly regarding our discussion with the Festival Bill as well as marketing and grants throughout the year. GovCon will be hosted in Fort Collins next year.

The CRA has reached out to CAVE requesting a membership of \$695/year. This includes placement in their guide and website. We can list every member and contact information and event here under WINE. I highly recommend this placement. The board had a few questions before moving forward with the membership. Cassidee will work with the CRA on these.

Board nominations will be sent out this week. Our outgoing board members will be Logan, Dave (termed out) and Kevin. The deadline for nominations is November 4<sup>th</sup>!

**V. Viticulture Extension Specialist Update**

Charlotte presented the Viticulture Update. All events have been pushed back until November. A sprayer calibration seminar is being created. Please fill out the survey to express interest in the types and timing of surveys you wish to see.

**VI. CWIDB Update**

Doug presented the CWIDB update. They have just 150 general admission tickets left for CO Uncorked with 15 restaurants participating! The Billboard campaign began last week. At the end of this month, there will be another takeover of the B train station in DIA.

The Wine Board will be running legislation next session to clarify definitions for the Wine Board.

Doug requested for CAVE to consider that Winefest apply 1% of Winefest tickets to Zero Food Waste. The board will take this into consideration. This organization applies grants and funding to ranches and farmers.

**VII. Committee Reports**

**a. Legislative**

Stephanie presented the Legislative update. She reviewed the fact that several wineries were not able to attend Winefest due to the reinterpretation of the Festival Bill, previously the Limited Winery

Wine Festival Permit. We worked very closely with the Brewers Guild who ran this bill when this bill, passed in 2021. Unfortunately, when LED is looking at the 9 Festival Cap, they are not only looking at the host attending 9, but they are also looking at all attending licenses as well. In the past 3 months, we have reached out to the bill sponsors and have sent the talking points on the bill. They agree with our interpretation. They will be sending a letter to LED informing them know that this was not the legislative intent of the bill. These letters will be presented at the Rulemaking Hearing on October 20<sup>th</sup>. If sponsor Mullica can have a conversation with Ferrandino, it will be very helpful prior to the hearing.

*Dave motioned to reach out to Adam Stapon to retain his legal services as needed. Brett Seconded the motion. There was discussion. The motion passed unanimously.*

Stephanie updated the board on the three Ballot Initiatives, 124, 125 and 126. The board discussed these at length and decided to not take a stance on any of the three initiatives due the diversity of our membership.

Cassidee gave an update regarding the Ag Zoning and Land Use Codes in Mesa County. A working group is being created with Cassidee acting as the liaison for the wine industry. The Mesa County Planning Department is very aggregable to what the agritourism industry is requesting!

**b. Education**

Cassidee presented the Education Committee update. VinCO registration will be live this week and will take place January 16-19 at the GJ Convention Center. Trade Show applications are available now, please direct all partners you work with or would like to see in attendance at our Trade Show to our website to sign up!

At the last Hort Meeting, CSU has informed the industry that a cluster of Japanese Beetle has been found in Grand Junction. They have traps set throughout the Western Slope, Palisade and Delta and are monitoring the situation. They will be presenting in front of the Commissioners and looking for grant funding to assist with more traps. They will be looking to CAVE for a letter of support. Charlotte is working with Susan on traps.

The deadline for the Am Wine Comp is this Friday! The competition will be held in November with the awards ceremony taking place at VinCO.

The Colorado Secured Savings Seminar will take place via Zoom on October 24<sup>th</sup> at 10:00am.

**c. Finance**

Juliann presented the Finance Committee Update. Cassidee answered any questions regarding Grand Valley Bank and the Money Market acct. The board discussed the transition of the bookkeeper to online.

CD Rates have gotten better at this time. The money is currently in a Money Market account. Scott would suggest that we get updated information for the next board meeting for the CD.

The budget process will begin this fall.

The board discussed donating \$5,000 to the WCCC and Warren Winiarski Wine Institute towards their matching grant.

*Brett Motions to donate \$5,000 towards the Warren Winiarski Wine Institute. Dave seconded the motion. The motion passed unanimously.*

**d. Winefest**

Dave answered any additional questions regarding Colorado Mountain Winefest.

**e. Marketing**

Laura presented the Marketing Committee update. The Committee set the dates for Barrel into Spring, April 22 & 23 and May 13 & 14. Applications will be sent out shortly. The Committee also would like to double the number of attendees to 300 per weekend.

A discussion was also had regarding the Roundtable Discussion and how CAVE can support

existing events. This led into a discussion regarding the 9 Festival Cap and the number of Festivals that exist each year.

**f. Personnel**

There was no Personnel Committee Update. Scott, Dave, Brett, Juliann and Phil will schedule a meeting in November.

**VIII. New Business**

The Call for Art has gone out regarding our 2023 Art Contest. The deadline for entry is January 6<sup>th</sup>!

**IX. Old Business**

There was no old business.

**X. Public Comment**

There was no public comment.

**XI. Next Board Meeting**

The next CAVE Board Meeting will take place November 14<sup>th</sup> via Zoom.

**XII.** The meeting was adjourned at 11:16am

**XIII.** Cassidee Shull, CAVE Executive Director

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

