

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
November 14th, 2022**

9:00am-11:00am

I. Call to Order

The meeting was called to order at 9:02am Board members present were Scott Smith, Phil Patton, Juliann Adams, Dave Aschwanden, Laura Black, Kevin Webber, Charles Talbott. Staff present was Cassidee Shull. Guests present were Stephanie Hicks, Sol Malick and Charlotte Oliver.

II. Approval of Agenda

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

III. Approval of Minutes

Dave motioned to approve the October 10th meeting minutes. Charles seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee reported that May 30-June 2, 2024, the Winemaker Magazine Conference will be hosted in Grand Junction, CO! This is an incredibly exciting event that CAVE has been working towards for over 5 years! This happening is direct result of many things, including our Am Wine Bill CAVE passed many years ago, our growing Amateur Winemaking Community as well as our burgeoning wine industry! Cassidee is working closely with Brad Ring on logistics, keynote speakers and more regarding this exciting event!

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

The CAVE Board of Directors Election is currently taking place. We have 9 members nominated including Jenne Baldwin-Eaton, James Blanchard, Lee LaNoue, James Ferguson, Sarah McCall, Bob Roukema, Melonie Wick, Kevin Webber and James Melling. Voting is open through December 16th at 5:00pm. Each current member has one vote and can do so online at winecolorado.org.

V. Viticulture Extension Specialist Update

Charlotte presented the Viticulture Extension Update. Please fill out the interest survey! We are ensuring that the educational program is tailored to the industry. There is a new director of the Viticulture at WCCC! The wine tasting series will begin this week. If anyone is interested in doing a tasting seminar, please reach out to Charlotte.

VI. CWIDB Update

Juliann presented the CWIDB Update. The Colorado UnCorked event hosted 10 wines with Carboy winning Best of Show! The net revenue was over \$41,000! The CWIDB is still working on their legislative initiatives regarding storage of wines. WineAmerica is working on nutritional labels on wine. How does the industry feel about this? The TTB will working on trade practice reforms, updating trade practice regulations, competition in the market place and digital marketing.

VII. Committee Reports

a. Legislative

Stephanie presented the Legislative update and election report. She introduced Sol Malick to the board who will be filling in for Stephanie while she is on maternity leave. Sol began lobbying with the CLBA 13 years ago. He also lobbies on behalf of the Cider Guild. He also works with the CRA. Sol and Stephanie have worked together on the Viner's Restaurants Bill. Sol will also be giving the legislative update at VinCO this January alongside Kevin Webber.

Stephanie presented the election updates. The democrats maintain control of the senate and house. Matt Soper won his race for his district. Collin Larson who was one of our biggest champions did not win his race.

Regarding the Ballot Initiatives, 124 has failed. 125 has not been called. 126 has failed as well.

Because rulemaking is still going on, we are not able to engage Ferindino or Michelle for meetings regarding the Festival Bill. The Legislative Services Committee will be followed up on. They will

recommend that the rule will expire. If this doesn't happen, CAVE will pursue legislation. We will reach out to Matt Soper, Mat Liston, Bob Gardner as well as reach out to a few democrats to sponsor a bill if needed.

b. Education

Phil presented the Education Committee update. We had a meeting with the Convention Center as well as a WCHS Meeting this week. To date, we have over 20 registered for the VinCO Conference taking place January 16-19. Lodging specials are available online. The schedule, seminar and speaker information and Awards of Excellence information can be found online. Please begin thinking of nominees for our Awards of Excellence as the deadline is the beginning of January. We have over 10 Trade Show vendors registered as well as several ads placed in the program. All the hallway booths have been sold. Due to the ongoing supply chain issues, we have been asked to move up our online registration deadline from January 9th to January 3rd to provide the most accurate headcount to the Convention Center. All content for the program is due to the CAVE office by the end of this month due to the accelerated print deadline.

The Amateur Winemaker Competition took place this past weekend with over 100 entries. Thank you to Monty and our six industry judges that assisted with making this competition take place! The awards ceremony will take place at VinCO.

The board would like to bring back CAVE's scholarship opportunities in 2023.

c. Finance

Juliann presented the Finance Committee Update and drafted 2023 budget. Juliann also discussed the money market and CD rates in town.

The board would like to get more information on the laddering CD's at Edward Jones. Cassidee will investigate this and report in December.

d. Winefest

Tickets to Colorado Mountain Winefest will go on sale November 28th at 9:00am MST.

e. Marketing

Laura presented the Marketing Committee update. Barrel into Spring applications will go out today. The dates for the event will be April 22 & 23 and May 13 & 14 and we have doubled the capacity each weekend to 300. The deadline to apply is January 27. The board also discussed marketing trends and the upcoming CTO Marketing Grant.

f. Personnel

Scott presented the Personnel Committee Update. Salary raises were discussed. The personnel committee would also like to implement meeting at least 4 times a year.

VIII. New Business

There was no old 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 Meeting will take place December 12th via Zoom.

XII. The meeting was adjourned at 10:47am

XIII.

Cassidee Shull, CAVE Executive Director

Approved at _____, 2022 Board meeting
_____ Scott Smith