

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
December 12th, 2022
9:00am-11:00am**

I. Call to Order

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

II. Approval of Agenda

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

III. Approval of Minutes

Bret motioned to approve the November 14th meeting minutes. Phil seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee updated the board on the current CAVE Board of Directors election. The deadline to cast your vote is Friday, December 16th at 5:00pm. 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. Each current member has one vote and can do so online at winecolorado.org.

The membership meeting agenda will be sent out in the coming weeks. The January board meeting will entail reviewing the membership meeting agenda, welcoming incoming board members, finalizing Award of Excellence preparations and selecting officers and committee members as well as setting CAVE Board Meeting dates for the remainder of the year. Scott encouraged current board members to begin thinking about officer and committee positions. Cassidee will be putting together board packets for everyone this month.

V. Viticulture Extension Specialist Update

Charlotte presented the Viticulture Extension Report. She will be presenting an interactive seminar at VinCO. She will be presenting a seminar every three weeks, as well as traveling road show throughout the next year. More information will be forthcoming.

VI. CWIDB Update

Doug presented the CWIDB update. They are moving forward with legislation to clarify definitions in the wine board statutes. As well as acknowledge that to do promotions, the wine board must have the ability to store wine. This bill does not currently have a sponsor and the hope is that CAVE would support this so CWIDB could operate in the same way as they are operating now. Stephanie would suggest waiting for final draft language before formally supporting the bill as we do with others.

Doug and Kyle will also be hosting an Itasca tasting during the VinCO Conference this January.

VII. Committee Reports

a. Legislative

Stephanie presented the Legislative Committee Update. She has spoken with Sen. Bob Gardner regarding the Festival Bill who sits on the Legal Services Committee. Moving forward, Senator Gardner will approach the chair of this committee prior to Stephanie lobbying the full committee. The committee meets tomorrow, and the board will be updated afterward.

The board was given an updated on the Liquor Advisory Group in which Juliann is a member. The first meeting was held last week. Upcoming meeting dates are January 5th and February 2nd from 9:00am-11:00am. The Festival Bill as well as Wine in Grocery Stores initiative are on the table for discussion. There has been a lot of opposition as to who has been selected and the selection process for this committee.

Please note that due to the open records law, if two or more members of the Liquor Advisory Group meet, by law, the public must be notified.

b. Education

Phil presented the Education Committee update. We had a meeting with the Convention Center as well as a WCHS Meeting last week. To date, we have 64 registered for the VinCO Conference taking place January 16-19. This total includes the Monday workshop with Donnie, the TIPS training and the conference itself. 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 18 Trade Show vendors registered. The VinCO Program is being compiled and is heading to print this week. CAVE and the WCHS board are meeting on January 2nd to ensure all meal numbers are accurate before sending them in to the Grand Junction Convention Center.

Cassidee encouraged the board to register for VinCO as the online registration deadline is quickly approaching and/limited registration options will be available after/at the door.

c. Finance

Juliann presented the Finance Committee Update and 2023 budget. The board reviewed and approved the 2023 budget.

Bret motioned to add \$5,000 into the budget for CAVE's scholarship program. Dave seconded the motion. There was discussion regarding who would be eligible for the scholarship, how the funding would be distributed and when the application deadline would be. The motion passed unanimously.

Phil motioned to allow industry related students to attend the VinCO Conference for free. Those that want to attend the lunches and banquet can do so at a discounted rate for \$60. Juliann seconded the motion. There was discussion. The motion passed unanimously.

Brett motioned to place 60% of our money market account into a 3-month Certificate of Deposit and 40% of our money market account into a two-year Certificate of Deposit both at Edward Jones. Dave seconded the motion. The motion passed unanimously.

d. Winefest

Tickets to Colorado Mountain Winefest went on sale November 28th at 9:00am MST. To date we have sold 225 VIP tickets and 729 General Admission tickets. There is an ongoing conversation with the third-party ticketing exchange company we have used in the past, LYTE, as they are no longer integrated with Eventbrite. The company CAVE is looking into is called Tixel and offers a marketplace for attendees to resell their tickets.

Cassidee also sent out a save the date for Colorado Mountain Winefest regarding the 9-festival cap within a 12-month period to member and non-member wineries. Applications for Colorado Mountain Winefest will be available in March for both wineries and vendors. Colorado Wine Week will take place September 10-17.

e. Marketing

Cassidee presented the Marketing Committee Update. The first meeting was held regarding the CTO marketing grant. A strategic plan is being formularized to include Facebook, Instagram and TikTok.

Barrel into Spring applications have been sent out. The dates for the event will be April 22 & 23 and May 13 & 14 and we have doubled the capacity each weekend to 300 tickets. Application deadlines for Barrel into Spring is January 27th. To date, 8 wineries have applied so far. The board discussed the amount compensated for food reimbursement to each winery location increase from \$500 to \$750. There was clarification between allocating funds per winery or location.

Phil motioned to increase the catering reimbursement to \$750 for one participating winery and \$900 for partnering wineries. Bret seconded the motion. The motion passed unanimously.

f. Personnel

Scott presented the Personnel Committee Update. The board reviewed the salary increases presented in the 2023 budget. There was no discussion.

VIII. New Business

The board and staff thanked both Dave Aschwanden and Kevin Webber for their dedication and service on the CAVE board and various committees they have served on!

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 January with the time and location to be determined after the announcement of the CAVE Board Election later this week.

**XII. The meeting was adjourned at 11:15am
Cassidee Shull, CAVE Executive Director**

Approved at _____, 2022 Board meeting
_____ Scott Smith