

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

January 16th, 2023

9:00am-11:00am

I. Call to Order

The meeting was called to order at 9:02am. Board members present were Charles Talbott, James Blanchard, Kevin Webber, Laura Black, Jenne Baldwin-Eaton, Phil Patton, Juliann Adams, and Bret Neal. Staff and guests present were Cassidee Shull and Sol Malick.

II. Approval of Agenda

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

III. Approval of Minutes

Juliann motioned to approve the December 12th meeting minutes. Laura seconded the motion. The minutes were approved by the board.

IV. Introductions

The CAVE Board and staff introduced themselves. This included their background, who they represent and what they hope to accomplish during their time on the CAVE Board. Themes included bringing new energy, ideas and being more involved overall this year.

V. Office Selections

The board discussed the officer responsibilities of the president, vice president and treasurer positions. These positions were selected for the 2023 term. Juliann would like to continue her tenure as CAVE Treasure. Jenne would like to run for CAVE Vice President and Charles would like to run for CAVE president.

Brett motioned to approve the nominees as stated. James seconded the motion. The motion passed unanimously.

VI. Committee/Chair Selections

The board discussed the CAVE committees and responsibilities, and the following chairs and committee members were selected.

Legislative Committee: Chaired by Kevin and includes Juliann, Bret, James, Sol, Charles, Cassidee, Stephanie and members of CAVE.

Education Committee: Chaired by Jenne and includes Laura, Phil Bret, Kevin, Ryan with WCCC, CAVE staff and members of CAVE

Finance Committee: Chaired by Juliann and includes James, Phil and Cassidee.

Marketing Committee: Chaired by Laura and includes James, Phil, Bret, Charles, CAVE staff and members of CAVE.

Winefest Committee: Chaired by Phil and includes Laura, Jenne, Bret, CAVE Staff and members of CAVE.

Personnel Committee: Chaired by Bret and includes Juliann, Charles and CAVE staff.

VII. Monthly Board Meeting Schedule

The CAVE Board decided to meet on the second Tuesday of the month from 9:00am-11:00am via Zoom for the remainder of the year.

VIII. Executive Director's Report

Cassidee reviewed the Google Drive components for the board and ensured everyone had access.

IX. Viticulture Extension Specialist Update

Cassidee presented the Viticulture Extension Report on behalf of Charlotte Oliver. Charlotte will be offering several educational webinars over the coming months including an in-person pruning workshop.

X. CWIDB Update

Juliann presented the CWIDB update. The wine board is looking at finalizing a grape subsidy for \$250k provided by the Colorado Farm to Market Program. More information will be forthcoming.

XI. Committee Reports

a. Legislative

Sol presented the Legislative Committee Update. Session began last Monday, welcoming 33 new legislators, 46 democrats and 19 republicans. Sol will be sending out a Bill Tracker to the board,

Currently, it is not clear where LED will stand regarding the Festival Bill. Our Legal opinion is very sound. This is something they have not enforced in over 20 years and have decided to enforce now. The Liquor Advisory Group (LAG) will also be looking at the Festival Bill.

During VinCO and the Legislative presentation, we will be reviewing what is and is not a Festival (vs a special event) and will be requesting data and information from wineries who were and are unable to attend events this year due to this.

b. Education

Cassidee presented the VinCO Update! The conference is off and running and we are expecting great turnout to this year's 13th annual event! CAVE staff received notice of a longtime CAVE member's decision to no longer renew their membership. There was discussion of Board members' responsibility and stewardship of the organization. To assist in communicating all that the organization does for the membership and the industry, VinCO is a prime opportunity to do so!

Cassidee also reminded the board of the Scholarship application deadline of March 1st.

c. Finance

Juliann presented the Finance Committee Update and 2023 budget. Copies of the approved 2023 budget can be found in the google Drive.

The funds from CAVE's Money Market Acct. have been successfully transferred into CD's at Edward Jones.

\$93,000 have been placed into a 3-month CD at 4.25% interest while \$61,000 have placed in a 2-year CD with 4.5% interest. Any additional interest will be transferred out into a Money Market Acct.

d. Winefest

Tickets to Colorado Mountain Winefest went on sale November 28th at 9:00am MST. To date we have sold 252 VIP tickets and 885 General Admission tickets.

The Winefest Art Contest is currently taking place. Please cast your vote online through January 27th. A reception will be held at the Craig Gallery on the 27th from 5:30pm-7pm.

e. Marketing

Cassidee presented the Marketing Committee Update. The Reimagine Industry Association Grant strategic overview has been approved. The document is currently in the Marketing Folder. The next mentor meeting will take place at the end of the month. The focus of this grant is to launch a CAVE TikTok account, run a Colorado Wine FB and Google Ad Campaign (Feb-March) present a Colorado Wine Week promotional plan and strategy (April) as well as draft website content and SEO recommendations (April). The additional aspect of this grant is \$20,000 of creative assets (photography or videography) and we will be compiling a draft list of images and b-roll that will best serve the association for future marketing projects with the funds reaching the farthest. This entire grant must be completed by June 2023. The first Marketing Committee meeting will take place later this month.

f. Personnel

There was no Personnel Committee Update.

XII. New Business

There was no New Business.

XIII. Old Business

There was no Old Business.

XIV. Public Comment

There was no public comment.

XV. Next Board Meeting

The next CAVE Board Meeting will take Feb. 14th from 9:00am-11:00am

XVI. The meeting was adjourned at 10:33am

XVII.

Cassidee Shull, CAVE Executive Director

Approved at _____, 2023 Board meeting
