

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
October 10th, 2023
9:00am-11:00am**

I. Call to Order

The meeting was called to order at 9:02am. Board members present were Scott Smith, Juliann Adams, James Blanchard, Bret Neal, Kevin Webber, Jenne Baldwin-Eaton, Laura Black, Charles Talbott, Staff and guests present were Cassidee Shull, Stephanie Hicks, Charlotte Oliver and Kyle Schlachter.

II. Approval of Agenda

James motioned to approve the agenda. Jenne seconded the motion. The agenda was approved by the board.

III. Approval of Minutes

Kevin motioned to approve the September 5th meeting minutes. Juliann seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee just returned from the 2023 Colorado Governor's Tourism Conference held in Fort Collins last week. Colorado wine was poured at every networking, happy hour and dinner event! The conference held sessions on tourism and included both domestic and international trends, DEAI, lodging tax, workforce sustainability and more. Both the Governor and Representative Soper were in attendance, and both discussed how important our Colorado agritourism industry is to our economy!

Cassidee reviewed the Colorado Mountain Winefest final report with the board.

Cassidee will be meeting with all sponsors next week and resigning all contracts for the 2024 season. Please send any interested sponsor contacts to Cassidee.

The board discussed the potential changes to the 2024 Art Contest. Previously, the contest has included a physical gallery space in Palisade. This year, space is not available, and Cassidee and the marketing committee have discussed moving the art contest entirely online, including a virtual gallery. This would include linking art to the artists, not taking a commission, offering a wider audience to the artists (25,000+ subscribers/votes, etc.) The board discussed this and agreed to move in this direction.

The delegation trip to Chile has been booked and Cassidee is working with the Executive Director on the Colorado wine and marketing presentation.

V. Viticulture Extension Specialist Update

Charlotte presented the Viticulture Extension Update. The board discussed the Japanese Beetle situation.

VI. CWIDB Update

Kyle presented the CWIDB update. Uncorked ticket sales are going well with VIP tickets almost sold out.

VII. Committee Reports

a. Legislative

Stephanie presented the Legislative Committee Update. The committee discussed LED attending Winefest this year as well as the current updated for LAG and Rulemaking. Bret and Stephanie gave an update on the permitting regarding Applefest.

b. Education

Cassidee presented the Education committee update. Registration and the platform for the conference will go live near the end of this month. The board will be sent a link to login to the conference app, create their profile and familiarizing yourself with the app. Please take some time to do this, as this is new technology and we want to be stewards, and lead by example at the conference. The more folks we have that can assist, answer questions and utilize the app by posting, engaging, etc., the better!

The Amateur Winemaker Competition entry deadline is this coming Friday, the 13th! The judging

will take place mid-November.

c. Finance

Juliann presented the Finance committee update.

d. Winefest

The 2024 Colorado Mountain Winefest will take place September 21, 2024. We received amazing, national press for the event this year and have already begun lining up writers and PR for next year. Applications for the event will go out next March with tickets going on sale at the end of this November.

Marketing

Cassidee presented the Marketing Committee Update. The committee discussed Wine Week and Winefest as well as whether or not to offer a local's discount in the future.

Barrel into Spring applications will go out this fall.

e. Personnel

There was no Personnel Committee Update.

VIII. New Business

The board discussed the Awards of Excellence nominations for VinCO. The deadline for nominations is the first week of January.

IX. Old Business

The call for board nominations have gone out, please consider reaching out to members that you think would be a great addition to the board!

X. Public Comment

There was no public comment.

XI. Next Board Meeting

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

XII. The meeting was adjourned at 9:48am.

XIII. Cassidee Shull, CAVE Executive Director

Approved at _____, 2023 Board meeting
