

**COLORADO ASSOCIATION FOR  
VITICULTURE & ENOLOGY (CAVE)  
BOARD MEETING MINUTES  
November 14<sup>th</sup>, 2023  
9:00am-11:00am**

**I. Call to Order**

The meeting was called to order at 9:03am. Board members present were Phil Patton, James Blanchard, Bret Neal, Charles Talbott, Jenne Baldwin-Eaton, Juliann Adams. Staff and guests present were Cassidee Shull, Stephanie Hicks and Charlotte Oliver.

**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**

*Phil motioned to approve the October 10<sup>th</sup> meeting minutes. Jenne seconded the motion. The minutes were approved by the board.*

**IV. Executive Director's Report**

Cassidee updated the board on her trip to Santiago! It was an incredible experience, and many amazing contacts were made. The entire Summit is interested in attending Colorado Mountain Winefest next September, and she has already had many follow up meetings with the mayor's staff of municipalities she visited. An invitation has been extended to their Association to attend our upcoming VinCO Conference this January.

The CAVE Board Election is taking place now until December 15<sup>th</sup> at 5:00pm. Please vote if you have not already done so. Please note that each current CAVE member has ONE vote. Current nominees are Charles Talbott, Meril Wallace, Nicholas Games, Sarah McCall and Jessie Kelleher.

Cassidee discussed the Colorado Proud listing through their annual publication. CAVE could purchase a listing for all member wineries for \$25/each to ensure they are represented in this piece of collateral (about \$3,500/year). A form could be sent out in early January to ensure all the pertinent information would be fulfilled, the publication goes to print in June, has a digital version and is printed in both English and Spanish. The board will discuss further next month.

**V. Viticulture Extension Specialist Update**

Charlotte presented the Viticulture Extension Update. No more webinars are taking place until February. She will be doing three pruning workshops this spring. One will take place in GJ, one in Paonia and one in Cortez. Michelle Moyer may potentially lend us her spraying program as well! Charlotte would like to feature an interactive question through the polling option at VinCO

**VI. CWIDB Update**

CWIDB members presented the CWIDB update. They will ensure to share the committee lists from CWIDB to ensure both organizations are on the same page for upcoming and ongoing projects.

**VII. Committee Reports**

**a. Legislative**

Stephanie presented the Legislative Committee Update. The Liquor Advisory Group has concluded. The final meeting was eventful due to the Drug Store proposal being heard and passed. The final report will be released on December 1<sup>st</sup>. The Festival Bill will be involved in the final omnibus bill. We may need to prepare to lobby on our own outside of this bill.

The Final Rulemaking Committee Hearing also took place this fall and was quick and uneventful.

Cassidee and Stephanie gave an update on the Japanese Beetle and the meetings that have taken place in the last several weeks.

**b. Education**

Cassidee presented the Education Committee update. Registration is now live for our 14<sup>th</sup> annual VinCO Conference & Trade Show. We have almost 20 folks registered, and Cassidee encouraged the board to register if they have not already. The agenda is linked on the webpage, and we have several new sponsors! There are still several sponsorship and exhibitor opportunities available if you or anyone you know is interested, please send them over! This includes a \$500 break sponsor for any of the VinCO AM or PM breaks!

The Awards of Excellence information is now available. We are looking for nominations for our 2023 Winery of the Year, Grape Grower of the Year, Friend of the CO Wine Industry. Nominations are due January 5<sup>th</sup>.

The Amateur Winemaker Competition takes place tomorrow and we have almost 100 entries this year! We look forward to bringing in some new judges and will have the medal and awards ceremony during VinCO on Tuesday.

**c. Finance**

Juliann presented the Finance committee update. Cassidee updated the board that our bookkeeper has been

diagnosed with liver cancer and is undergoing treatment. He is committed to fulfilling their duties with CAVE, but things may take some extra time. One of those pieces is the CAVE Budget.

We have a working budget that Cassidee will send out as soon as new line items are allocated, and a YTD is updated. A discussion item the board reviewed was rising costs regarding Winefest in 2024, specifically contracts. This included AV and tenting, as well as totes and glasses. Besides adding a potential \$5,000-\$10,000 in sponsorship (realistically) the board discussed raising General Admission tickets by \$5. The last time ticket prices were increased was in 2019, a \$25 increase. Since then, there have been considerable increases in almost every component of the festival (fencing, security, soft goods, staff, etc.) as well as just weathering Covid.

*Juliann motioned to raise General Admission tickets by \$5 for 2024 making them \$80. Jenne seconded the motion. The motion passed unanimously.*

**d. Winefest**

Tickets for the 2024 Winefest taking place September 21<sup>st</sup> will go on sale, Monday, November 27<sup>th</sup> at 9:00am MST at ColoradoWinefest.com.

The Winefest Art Contest is out and accepting applications online! We have two thus far with the deadline being Jan. 5<sup>th</sup>. We will need a review committee the second week of January.

**Marketing**

The board reviewed the marketing proposal from 14k media. This included videography for VinCO as well as Mountain Winefest.

Barrel into Spring applications are available now and we have received 2 applicants thus far. The application deadline is January 26<sup>th</sup>.

**e. Personnel**

There was no Personnel Committee Update.

**VIII. New Business**

There was no new 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 12<sup>th</sup> from 9:00am-11:00am.

**XII.** The meeting was adjourned at 10:16am.

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

Approved at \_\_\_\_\_, 2023 Board meeting

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