

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
February 14th, 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, Jenne Baldwin-Eaton, Juliann Adams, and Bret Neal. Staff and guests present were Cassidee Shull and Sol Malick, Doug Caskey and Charlotte Oliver.

II. Approval of Agenda

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

III. Approval of Minutes

Charles motioned to approve the January 16th meeting minutes. Juliann seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee presented a letter to the Grand Junction City Council regarding Japanese Beetle. The board discussed the purpose and background of the letter. A few changes will be made and sent out for final approval.

The board discussed renewing their membership for Wine America.

Brett motioned to maintain CAVE's membership to WineAmerica. Kevin seconded the motion. The motion passed unanimously.

Cassidee discussed her meeting she had with Rocky Mountaineer. They are gearing up for their summer and fall season and are looking to expand their Colorado wine selection. A short list of potential winery partners that met their criteria were sent to the organization.

V. Viticulture Extension Specialist Update

Charlotte presented the Viticulture Extension Report. She will be hosting several webinars and seminars in the coming months. Please check the CAVE calendar for a listing of all of these. She will also be submitting a Specialty Block Crop Grant on virus testing and is requesting CAVE to offer a letter of support.

VI. CWIDB Update

Doug presented the CWIDB update. The CWIDB will meet this Thursday and make final recommendations on the Grape Grant.

The Wine Board is also looking into applying for grants regarding TasteAdvisor and consumer segmented surveys. Doug also received an email from the Produce Safety Rules and the Dept. of Ag. He will hold a meeting to inquire further.

The Wine Board has not sent an additional invoice to CAVE for the remaining \$10,000 for the Viticulture Extension position but will do so after the first \$10,000 has been invoiced and spent.

VII. Committee Reports

a. Legislative

Sol presented the Legislative Committee Update. This committee is meeting every Wednesday at 9:00am via Zoom. The CAVE Board voted to oppose HB-1118, the Scheduling Bill. The first hearing will take place on February 18th at 1:30pm and those wishing to attend and testify are encouraged to do so.

The Festival Bill conversations are still moving forward. The most recent are surrounding the number of permits the industry would be satisfied with (30-50 within a 12-month period) The additional avenue would be the Rules Committee, though we prefer to have something in statute.

The Gallery Bill is all buttoned up!

An additional bill, HB-1032 allows for predatory lawsuit action from the disability community. This would also apply to websites as well. Sol will continue to monitor this bill.

Juliann updated the board on the Liquor Advisory Board. She discussed the three groups, licensing, retail, and marketplace. All LAG meetings and subgroup meetings are open to the public.

b. Education

Jenne presented the Education Committee Update. The Committee met for the first-time in 2023 last week and reviewed the VinCO Conference as well as introduced potential speakers and seminar topics for the 2024 conference. The board also reviewed the final VinCO Report. Recording options were discussed as well as pricing.

The committee also reviewed Whova, a conference app that can be implemented in our 2024 Conference. It was the board's recommendations to move forward with learning more about this app and present it to the WCHS Board as a potential partnership opportunity. This would elevate the quality and value of the conference next year. Cassidee will also be booking a virtual Wine Club Best Practices in April. Jenne is also looking to book a workshop with Bruce Talbott focusing on his mechanical harvester. In April or May

The WCHS meeting was rescheduled and will take place February 23rd

CAVE has also sent out an Amateur Winemaker Survey to our 2022 participants as we have had dwindling participation during the last several years both at the conference and the awards ceremony. We have only had three responses.

Cassidee also reminded the board of the Scholarship application deadline of March 1st. We have had one application come in with a total of \$5000 earmarked for funding. Scott, Jenne, Juliann would like to sit on the scholarship selection committee.

c. Finance

Juliann presented the Finance Committee Update. The board reviewed the VinCO event report and the updated P&L.

d. Winefest

Cassidee presented an update on Colorado Mountain Winefest. Tickets to Colorado Mountain Winefest went on sale November 28th at 9:00am MST. To date we have sold 267 VIP tickets and 1113 General Admission tickets.

The Winefest Art Contest has concluded, and our 2023 Commemorative Poster Art is "Harvest Time" by Jeffrey Pickett! It is a beautiful digital piece that is now on display in the CAVE office. Prints are in the works and will be available shortly online and in the office.

Colorado Wine Week applications will be available in the next few months for any participating winery, tour operator, restaurant or partnering business for a nominal marketing fee!

e. Marketing

Cassidee presented the Marketing Committee Update. This committee will meet monthly on the first Tuesday of the month at 9:00am via Zoom.

f. 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 March 14th from 9:00am-11:00am

XII. The meeting was adjourned at 10:37am

XIII. Cassidee Shull, CAVE Executive Director

Approved at _____, 2023 Board meeting
