

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

**March 14, 2023**

9:00am-11:00am

**I. Call to Order**

The meeting was called to order at 9:05am. Board members present were Charles Talbott, James Blanchard, Kevin Webber, Phil Patton, Laura Black, Juliann Adams, and Bret Neal. Staff and guests present were Cassidee Shull, Doug Caskey, Kyle Schlachter, Charlotte Oliver and Sol Malick.

**II. Approval of Agenda**

*Kevin motioned to approve the agenda. Laura seconded the motion. The agenda was approved by the board.*

**III. Approval of Minutes**

*Laura motioned to approve the February 14<sup>th</sup> meeting minutes. Kevin seconded the motion. The minutes were approved by the board.*

**IV. Executive Director's Report**

Cassidee presented an update on Japanese Beetle. The letter was provided to the city who officially declared the Japanese Beetle a Public Nuisance Pest. Many pieces of information, media stories and PR have been released in the last week. The board discussed a donation or funding towards this project. The WCHS Board donated \$1,000 earlier this week.

*Bret motioned for CAVE to donate \$1,000 towards the eradication of the Japanese Beetle. Juliann Seconded the motion. The motion passed unanimously.*

**V. Viticulture Extension Specialist Update**

Charlotte presented the Viticulture Extension Report. She just returned from the pruning workshop in Canon City as well as Ft. Lupton. Both consisted of backyard and commercial growers. The attendees have asked to facilitate a community of growers. A newsletter full of updates and seminars will be forthcoming.

**VI. CWIDB Update**

Doug presented the CWIDB update. The Wine Board is hosting a Trade Tasting and 17 wineries have signed up so far. 4,000 postcards will be sent out. The Taste of Vail will take place the first week of April. The Wine Board will be hosting a wine seminar during this event. They will also be hosting a media trip in May. Unfortunately, the grape grant has been placed on hold.

**VII. Committee Reports**

**a. Legislative**

Sol presented the Legislative Committee Update. There have been 450 bills introduced thus far in session. There is the possibility of bringing on Sol's partner Brett Moore in the future to ensure nothing slips through the cracks through the end of session.

The scheduling bill has been defeated in House Business last week.

We received late bill status for the Festival Bill from Senator Rodriguez. We will need to look at the average of number of wine festivals held in a year. We can reach out to LED for this data. We may look at creating January as the start date for this. Doug mentioned reaching out to Commissioner Greenburg for potential assistance. The opinion from Legislative Legal Services is public. We are currently looking at two options, a draft of unlimited participation in festivals where one winery can pull 9 permits and one option where one winery can pull 15 permits but attend upwards of 50+ a year. Sol will work on survey questions to send out to the industry to assist with finalizing these numbers.

Enterprise Bill: Sen. Priola will be introducing a bill that will place a fee on alcohol by volume that would go towards substance abuse prevention and treatment. There has been 5+ stakeholder meetings in the past two weeks. They are calling it a fee, though it is a tax – the way around it is to call it an enterprise. Currently, the wine fee is 14 cents on every liter of wine.

Cassidee will be attending the Ag Appreciation Dinner in Palisade on March 18<sup>th</sup>.

Conversation regarding Wine in Grocery Stores: The board discussed the best method of connecting interested wineries with grocery stores. Kevin Webber is currently placed in 18 Whole Foods locations and would be happy to assist with contacts. Other avenues include CWIDB or distributors, rather than individual, non-winery members reaching out regarding placing wine in grocery stores.

**b. Education**

Cassidee presented the Education Committee Update.

The VinCO Committee met this month and is in the process of selecting speakers and seminars for the 2024 conference, taking place January 15-18, 2024. We are demoing the Whova app for next year's event.

The Free Tasting Room Best Practices Webinar will take place immediately following next month's board meeting following Zoom on April 11<sup>th</sup> from 11:00am-1:00pm. Please RSVP for this webinar online as this session cannot be recorded.

The board set a special meeting to review the 2023 scholarship applications.

**c. Finance**

Juliann presented the Finance Committee Update. The Finance Committee will meet via Zoom on March 24<sup>th</sup> at 10:00am.

**d. Winefest**

Cassidee presented an update on Colorado Mountain Winefest. Tickets to Colorado Mountain Winefest went on sale November 28<sup>th</sup> at 9:00am MST. To date we only have 12 VIP tickets left and 2700 General Admission tickets left.

The hourly fee for our shuttles have increased from \$90 to \$125.

The board discussed the ability to allow wineries to purchase additional tent space. This will be reviewed further after the winery application deadline on March 24<sup>th</sup>.

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! Through our CTO Grant, Wine Week is getting a face lift and we are looking forward to bringing together more partnerships and raising more awareness.

**e. Marketing**

Laura presented the Marketing Committee Update. Barrel into Spring tickets are selling well, with just a handful left for the April event. CAVE will have presence at the upcoming Sip into Spring event on May 6<sup>th</sup>, featuring a sensory analysis element.

**f. Personnel**

There was no Personnel Committee Update.

**VIII. New Business**

Bret discussed the opportunity for CAVE to assist with other wine regions. Cassidee will reach out to the West Elks Wine Region to see what marketing assistance they may need from our organization.

Cassidee updated the board on the newly formed America 250-Colorado 150 Commission. Jay Seaton of the Daily Sentinel was appointed on this committee and inquired about featuring Colorado wine in the celebration in 2026. He would like to see a blend, a featured label or something of the like. He will continue to keep CAVE Updated as the meetings progress.

**IX. Old Business**  
Doug discussed the timing of invoicing for the \$20,000 for the Viticulture Extension position.

**X. Public Comment**  
There was no public comment.

**XI. Next Board Meeting**  
The next CAVE Board Meeting will take April 11<sup>th</sup> from 9:00am-11:00am

**XII.** The meeting was adjourned at 10:49am

**XIII.** Cassidee Shull, CAVE Executive Director  
Approved at \_\_\_\_\_, 2023 Board meeting  
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