

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

April 11, 2023
9:00am-11:00am

I. Call to Order

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

II. Approval of Agenda

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

III. Approval of Minutes

Kevin motioned to approve the March 14th meeting minutes. Jenne seconded the motion. The minutes were approved by the board.

IV. Guest Presentation

The board introduced themselves and welcomed Jay Seaton with The Daily Sentinel to the meeting. Jay was appointed on the America 250-Colorado 150 Commission that will host a celebration on July 4th, 2026. Jay presented his ideas to involve Colorado wine to this celebration. The legislature passed a law in the last session to create a commission to celebrate the state of Colorado. Each region will come up with a way to celebrate as well. The thought would be to come together to create a wine, a series of wines, or have each winery create a specific label, etc. The commission has already created a logo, something that could possibly be used for a label. Some financial support may exist. The board discussed the overall end goal of the wine, who will the end consumer be, where could it be marketed, and so on. Jay noted that there will be a budget to market state and nationwide. The commission is open to additional attendees to discuss further, such as a representative from CAVE. They meet every month. The board discussed a blending project, offering a white and red wine. Cassidee will send out an email to the new subcommittee created that includes Phil, Charles and Bruce, Juliann, Jenne James and Kevin.

V. Executive Director's Report

There was no Executive Director's Report.

VI. Viticulture Extension Specialist Update

Charlotte presented the Viticulture Extension Report. She is moving forward with her winter webinar series. The next one will involve food safety series. She will also be hosting a Japanese Beetle update on the 27th. She is open to ideas for fall and winter webinars either featuring wine or viticulture. Charlotte will send over additional poll or survey options to include in future newsletter for topic ideas to be included in CAVE communication.

VII. CWIDB Update

Doug presented the CWIDB update. The Trade Tasting took place at the end of March. 19 wineries took part with 40 attendees including Albertsons, Safeway and King Soopers. The Taste of Vail took place last weekend and was very successful. About 25 people attended the seminar. Carboy, Savauge and Atimo attended on their own as well. The next event will be the media trip taking place in May. Also in May, the new rack cards should be printed. They CWIDB are also giving wineries the opportunity to print their own posters that will have a QR code on them. The Wine Board was also awarded the CTO grant to expand the consumer survey. They were not awarded the SCBG for the Taste Advisor grant. The Grape Planting grant is being reworked.

VIII. Committee Reports

a. Legislative

Sol presented the Legislative Committee Update. The Festival Bill has been introduced! It is Sb-264 and will be in committee this Thursday. A meeting was held with LED. We will stick with 52 events a year and will raise fees on ourselves to \$50 per event. Permits will also need 30 days to pull the permit. Sol will no longer need additional help for this bill.

Juliann gave an update on the Liquor Advisory Group.

b. Education

Jenne presented the Education Committee Update. The Commerce7 webinar will take place following this meeting, Wine Club Best Practices, please join us! Certain seminars will be recorded during VinCO. A Mechanical Harvest workshop will be held this month.

Cassidee updated the board on the weather stations. Phil brought the board up to date regarding the current situation.

Japanese Beetle, Theresa Nees is now in charge of the program and is requesting that our \$1,000 donation be used to go towards mapping. She presented to the WCHS Board last night requesting both donations go towards this.

Cassidee presented to the WCHS Board with more information regarding Whova last night. They asked many questions. WCHS have decided not to move forward with the app in 2024, but to keep small program in paper format.

c. Finance

Juliann presented the Finance Committee Update. The committee met at the end of March and reviewed several financial statements. This included an updated to the payroll system. Cassidee spoke on sponsorship and membership.

d. Winefest

Cassidee presented an update on Colorado Mountain Winefest. There are 2,531 General Admission tickets available for the event as well as 5 VIP tickets available. The Colorado Wine Week event applications are now available! Both the Winefest and Marketing Committee reviewed the new deadlines and pricing structure as well as the webinars that will be offered. If you are interested in hosting, please head to either winecolorado.org or coloradowinefest.com and fill out an application. CAVE's shoulder events will be placed on sale near Mother's Day including Chocolate & Wine and Wine Dine & Paint. The commemorative art prints are in and have been signed by the artist. They are available for \$15/\$30 signed and can be purchased online or in the store. Our Winefest glasses and totes have been ordered and our music will be selected this week.

e. Marketing

Laura presented the Marketing Committee Update. April's Barrel into Spring event is sold out with just 56 tickets available for May's event.

f. Personnel

There was no Personnel Committee Update.

IX. New Business

There was no new business.

X. Old Business

There was no old business.

XI. Public Comment

There was no public comment.

XII. Next Board Meeting

The next CAVE Board Meeting will take May 9th from 9:00am-11:00am

XIII. The meeting was adjourned at 10:37am

XIV. Cassidee Shull, CAVE Executive Director

Approved at _____, 2023 Board meeting
