

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

May 9th, 2023
9:00am-11:00am

I. Call to Order

The meeting was called to order at 9:04am. Board members present were Phil Patton, Kevin Webber, Charles Talbott, Scott Smith, Jenne Baldwin-Eaton, James Blanchard, Laura Black. Staff and guests present were Cassidee Shull, Doug Caskey, Kyle Schlachter, and Charlotte Oliver.

II. Approval of Agenda

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

III. Approval of Minutes

Jenne motioned to approve the April 11th meeting minutes as amended. Scott seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee presented the Executive Directors report. She reviewed the high-level survey results from April's Barrel into Spring. We have received almost 70 responses from our first set of attendees as well as feedback from over half of our participating wineries. Overall, the event feedback was incredibly positive! We look forward to this weekend's May event taking place the 13th and 14th. A comprehensive final report will be created and distributed to the board.

CAVE staff also attended Sip into Spring this past weekend where the organization shared a booth presence with WCCC. We offered a Wine Aroma Wheel sensory analysis experience and discussed what our organizations do, as well as promoted upcoming events and programs.

Cassidee also updated the board on a subcommittee meeting held last month regarding the Centennial celebration. Kevin updated the board regarding this. He met with the Executive Director of the New Jersey group, Coastal Plains. There was discussion regarding CAVE taking on this project for the industry as well as Jay Seaton's project.

Viticulture Extension Specialist Update

Charlotte presented the Viticulture Extension Report. Since everyone is focused on budbreak and pruning, there is not much to update. Charlotte is offering a Pest Control and Plant Disease Workshop on June 12th in person at the Research Center.

V. CWIDB Update

Doug presented the CWIDB update. The Wine Board finished up the Media Tour last week on the Western Slope. Media stories have already started to come in! The Wine Board will meet in the 18th in May to finalize the budget for FY23/24. Governor's Cup judging will take place August 13 with Colorado Uncorked taking place in November. They still have wine for the Cultivar Camp and will work with Cassidee and Charlotte to schedule a tasting in the next few months. A consumer survey will be coming out in the coming month.

VI. Committee Reports

a. Legislative

The Festival Bill Passed third reading last Saturday and will be scheduled for signing in the coming weeks. It is looking towards the end of May/beginning of June. Sol is working out the details of a signing ceremony and location. Congratulations to all on their hard work regarding this monumental bill that will have lasting effects for the industry! The Land Use Code text amendment hearing will be held on May 18th.

b. Education

Jenne presented the Education Committee Update. An updated draft VinCO schedule is available in the education committee folder. Cassidee will begin reaching out to potential exhibitors and sponsors for the 2024 event. Phil updated the board on the WCHS meeting held last night as well the weather stations that Horst is working on. We are looking at expanding our Tuesday sessions

and rearranging the Amateur Winemakers Roundtable. We are also looking at moving our Wednesday Wine Awards Dinner “off campus” to a winery or other location and bussing attendees to and from. Clark Orchards offered a discount or sponsorship for our Wednesday Dinner. There is not a lot of interest in the weather stations from the WCHS, though there is from other growers. Phil will work on getting a map of where the stations are currently located.

Amateur Winemaker entry forms will be available online in the next month.

The Mechanical Harvester Workshop was held last month. Over 30 industry members attended, and many questions were answered.

c. Finance

Cassidee presented the Finance Committee Update. The board discussed what to do regarding the first roll over of the CD totaling \$94,698.56. Cassidee updated the board on the current CD and Money Market rates.

Scott motioned to roll over the \$94,698.56 to a 6-month CD at Edward Jones. Phil seconds the motion. The motion carried unanimously.

d. Winefest

Cassidee presented an update on Colorado Mountain Winefest. There are 2,355 General Admission tickets available with VIP tickets now sold out. 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 this Friday in time for Mother’s Day including Chocolate & Wine and Wine Dine & Paint.

e. Marketing

Laura presented the Marketing Committee Update. May’s Barrel into Spring event is taking place this weekend. Following the event, Cassidee will compile a final report for review. The committee also reviewed the CRAFT grant. We will create a FAQ for Wine Week rather than video. A great discussion was held regarding engaging liquor stores and grocery stores on Colorado Wine Week promos and CAVE will work with the Wine Board to leverage these contacts.

Laura gave a Sip into Spring update. The sold-out event had overwhelming positive feedback. They are looking at setting the date for next year after Viva El Vino.

f. Personnel

There was no Personnel Committee Update.

VII. New Business

OSHA is holding random inspections throughout the Western Slope. They are monitoring outdoor and vineyard equipment and confined space logs. Cassidee will send out an email to the Western Slope membership.

VIII. Old Business

There was no old business.

IX. Public Comment

There was no public comment.

X. Next Board Meeting

The next CAVE Board Meeting will take June 13th from 9:00am-11:00am

XI. The meeting was adjourned at 10:09am

XII. Cassidee Shull, CAVE Executive Director

Approved at _____, 2023 Board meeting
