

**COLORADO ASSOCIATION FOR  
VITICULTURE & ENOLOGY (CAVE)  
BOARD MEETING MINUTES  
June 13<sup>th</sup>, 2023  
9:00am-11:00am**

**I. Call to Order**

The meeting was called to order at 9:05am. Board members present were Kevin Webber, Charles Talbott, Scott Smith, Jenne Baldwin-Eaton, James Blanchard, Laura Black, Juliann Adams and Brett Neal. Staff and guests present were Cassidee Shull, Stephanie Hicks, Doug Caskey and Kyle Schlachter.

**II. Approval of Agenda**

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

**III. Approval of Minutes**

*Scott motioned to approve the May 9<sup>th</sup> meeting minutes. Kevin seconded the motion. The minutes were approved by the board.*

**IV. Executive Director's Report**

Cassidee reviewed the Barrel into Spring Final report with the board. The survey results, demographic information and likes and dislikes of the event were discussed. Overall, the event was very successful with comments coming back regarding the size and quality of the wine glasses, holding the second weekend over Mother's Day and the consistency of the food pairings. Jenne suggested hosting a meeting or webinar for all participating wineries in the future. The timing of the event next year was discussed, potentially hosting it on Friday and Saturday rather than Saturday and Sunday.

Cassidee reviewed Kevin's proposal for the "Centennial Project" There was discussion. Several meetings have taken place over the past month. Cassidee will send out the full proposal to the board for review. The board will vote to move forward with the project after review.

She also highlighted the Grand Valley being nominated as the Best Wine Region by USAToday 10Best! Please vote everyday through July 10<sup>th</sup>!

**V. Viticulture Extension Specialist Update**

There was no Viticulture Extension Update.

**VI. CWIDB Update**

Doug presented the CWIDB update. The request for entries for Governor's Cup will go out in the next week and will be accepted through July with the competition taking place in August. He also gave an update on the Grape Grant as well as the CTO Tourism Management Grant.

The board acknowledged that this will be Doug's last CAVE Board meeting and sincerely thanked him for his decades of service not only to this organization, the CWIDB but also to the industry.

**VII. Committee Reports**

**a. Legislative**

The board welcomed Stephanie back! Stephanie presented the legislative update. She updated the board on LAG and the historical information regarding the brewer's guild and distillers wanting to increase their number of tasting rooms. This conversation is taking place in LAG currently. This would essentially treat tasting rooms like bars. This would be the biggest change that sales rooms would see. Stephanie cautioned CAVE not to be outwardly supportive of these initiatives.

The final hearing of the Land Use Code will take place tomorrow at 9:00am at the Grand Junction Civic Center. Thank you to all who have been instrumental in making the happen!

Cassidee, Juliann and Stephanie were all elected to sit on the Rulemaking group.

**b. Education**

Cassidee presented the Education Committee Update. The call for Vendor and Exhibitors for VinCO went out last week and to date we have sold 2 of our 8 hallway booths as well as one gold sponsor. Our draft agenda is coming along nicely, and we look forward to briefing the Education Committee and board on Whova in the coming months before launching it this October.

We will also be hosting a webinar this Wednesday at noon involving our Grand Valley growers discussing the status of our weather stations.

Entries for our Amateur Winemakers Competition will go out later this month. The judging will take place at the CSU Research Station this November.

Jenne also updated the board that three students from WCCC received medals from the Winemakers Magazine Competition, congratulations!

**c. Finance**

Juliann presented the finance committee update. Cassidee discussed the trend of ticket sales for Mountain Winefest as well as memberships to date, noting a decrease of a few thousand dollars for each. Winefest ticket sales are moving slower than previous years. We still expect to sell out for the event, it just may be closer to the event day.

*Board motion via email on 6/19/23*

*Juliann motioned to pay the \$1,665.00 to hire Stranger, Tallman & Lautz to file the back taxes for CAVE for 2021 and 2022. Laura seconded the motion. The motion passed.*

**d. Winefest**

Cassidee presented an update on Colorado Mountain Winefest. There are 2,057 General Admission tickets available with VIP tickets now sold out. The Colorado Wine Week event applications are now available with over 10 events now posted. The first deadline for events to be posted is June 30<sup>th</sup>.

**e. Marketing**

Laura presented the Marketing Committee Update. The board discussed the future of events such as Winefest and Colorado Wine Week, the trend of ticket sales and direction of the wine drinking community reviewed.

**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 was rescheduled and will take place July 17<sup>th</sup> from 9:00am-11:00am.

**XII.** The meeting was adjourned at 10:43am

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

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

\_\_\_\_\_