

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

**July 17<sup>th</sup> 2023**

**9:00am-11:00am**

**I. Call to Order**

The meeting was called to order at 9:00am. Board members present were Charles Talbott, Phil Patton, James Blanchard, Jenne Baldwin-Eaton, Bret Neal, Juliann Adams, Laura Black. Staff and guests present were Cassidee Shull, Stephanie Hicks, Charlotte Oliver and Kyle Schlachter.

**II. Approval of Agenda**

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

**III. Approval of Minutes**

*Juliann motioned to approve the June 13<sup>th</sup> meeting minutes. Laura seconded the motion. The minutes were approved by the board.*

**IV. Executive Director's Report**

Cassidee updated the board on the current status of the 10Best USA Today nomination. Voting is now closed, and we believe the Grand Valley ended up in the top 3 position! Thank you to all that assisted with voting daily and spreading the word about this important marketing opportunity for the Colorado wine industry!

Fruit & Wine Byway maps and stickers are available in the CAVE office for those in the area that need additional promotional items over the season.

**V. Viticulture Extension Specialist Update**

Charlotte presented the Viticulture Extension Update. She has been visiting vineyards across the state including Paonia, Ignacio and more. Fox Fire Farms hosted a seminar most recently. A seminar was also hosted near the four corners region regarding grape growing. A date has been finalized for the harvester workshop, it will take place August 2<sup>nd</sup> at 8:00am, location TBD. The webinar series will begin on the second Thursday of the month beginning August 10<sup>th</sup> at noon at the insectary! Links will be sent over shortly. The goal for these webinars is to be as interactive as possible.

**VI. CWIDB Update**

Kyle presented the CWIDB update. The Governor's Cup competition will take place August 11-13<sup>th</sup>. The deadline is July 28<sup>th</sup> at end of day for entries. 18 judges will be coming in from around the country. COUncorked will take place November 3<sup>rd</sup>.

The Wine Board will not be meeting in July. They will be meeting in August pending a new Executive Director hire.

The Governor had a state dinner with Slovenia. The wine board were asked to provide Colorado wine for this event.

**VII. Committee Reports**

**a. Legislative**

Stephanie presented the Legislative Update. She spoke with Michelle Stone-Principato recently. There was a drafting error in our Festival Bill though Michelle is not concerned. There will be a legislative fix since this was the LED attorney's fault, and they will do what they can to fix it. This will go through the omnibus bill through LAG. Juliann mentioned that LAG has discussed this, and nobody has any issues with this. The timing of the bill was discussed. It would be introduced in January and would be signed in July of next year.

Juliann presented the Liquor Advisory Group Update. The group reviewed the feasibility to renew licenses online. LED currently has no funding for this right now but is requesting support for this in the future. They reviewed creating a two-year renewal plan. This is still in discussion. They would like to revisit tax parity. The distilleries would like to have their taxes decreased.

The Rulemaking group will meet tomorrow at 9:00am. The first meeting took place last month.

There were no issues taken with our Festival Bill during this meeting.

**b. Education**

Cassidee presented the Education committee update.

The VinCO schedule is almost complete, and we are looking towards mid-October for registration on our new platform to go live.

Our call for our Amateur Winemakers Competition has gone out with the entry deadline taking place October 13<sup>th</sup>. The judging will take place November 15<sup>th</sup> at the CSU Research Station.

**c. Finance**

Juliann presented the finance committee update. The board discussed a larger marketing plan regarding CAVE membership. This will be held during the next Marketing Committee meeting and will involve potential brochures and one-sheets.

**d. Winefest**

Cassidee presented the Mountain Winefest update. We have over 20 Wine Week events taking place September 11-17. The Festival Program is coming along nicely with the print deadline taking place early August. We have sold over 2,400 General Admission tickets, leaving just 1,684 tickets to be sold. Chocolate & Wine tickets have sold out and we still have 38 Wine Dine & Paint tickets available. The volunteer information went out in June and the positions filled quickly!

**Marketing**

Laura presented the Marketing Committee Update. The board discussed a larger marketing plan regarding CAVE membership. This will be held during the next Marketing Committee meeting and will involve collateral including brochures and the like. The board also discussed creating a separate category for Governor's Cup for Colorado Wine Juliann will present this at the next Wine Board meeting. Other ideas included digital tool kits, CAVE access to other events such as Aspen Food & Wine, Denver Food & Wine, etc. and offering a free one-year membership to new members.

**e. Personnel**

There was no Personnel Committee Update.

**VIII. New Business**

There was no old business.

**IX. Old Business**

Phil updated the board on the weather stations. He will continue to work on this project into the fall with Horst. It was decided to meet post-harvest with the industry to gauge what stations everyone uses; how many they use and where they would like them.

**X. Public Comment**

There was no public comment.

**XI. Next Board Meeting**

The next CAVE Board Meeting will take place August 8<sup>th</sup> from 9:00am-11:00am.

**XII. The meeting was adjourned at 10:28am**

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

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

\_\_\_\_\_