

**COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY (CAVE)
BOARD MEETING MINUTES
August 8th, 2023
9:00am-11:00am**

I. Call to Order

The meeting was called to order at 9:01 am. Board members present were Laura Black, Kevin Webber, Phil Patton, James Blanchard, Jenne Baldwin-Eaton, Bret Neal, Juliann Adams. Staff and guests present were Cassidee Shull, Stephanie Hicks, Charlotte Oliver and Kyle Schlachter.

II. Approval of Agenda

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

III. Approval of Minutes

Kevin motioned to approve the July 17th meeting minutes. Phil seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee updated the board on the status of Colorado Mountain Winefest ticket sales. We have over 1,000 tickets still available which is incredibly unusual. The event has historically been sold out or very close to at this time. We have sent press releases, additional campaigns and have reached out to additional partners including the CTO and CWIDB for marketing assistance. This also includes rerouting Wine Week promotion back to Festival in the Park promotion through local sponsors such as 11News. Emails and promotions have also been sent out to participating wineries requesting partnership and cross-promotion. Staff are preparing for contingency to run at-the-door sales, though not ideal logistically. There was board discussion regarding this matter. Some wineries shared their thoughts on tourism throughout the year, seeing a slower start to the year. James mentioned slower ticket sales to Co Wine Walk as well.

Cassidee has call into Jay Seaton regarding the 150/250 Project and is waiting to hear back.

Kevin will begin to reach out to specific parties regarding the "Centennial Project".

V. Viticulture Extension Specialist Update

Charlotte presented the Viticulture Extension Update. Charlotte will be preparing several seminars including pruning, virus education and mapping programs. She has received a grant for a Grape Virus Program. She has interacted with over 70 individuals, 60 of them were first time interactions. 49 of them are folks in the industry. This includes people from 15 counties. 40% of her interaction require an in-field visit. A webinar will be taking place this Wednesday at noon regarding weed control.

Japanese Beetle Update: They have caught over 4,000 beetles up from 200 last year. They believe there is an unlicensed person putting down turf throughout the area that is bringing them in. Updates are being held in Mesa and Delta County over the next two weeks.

VI. CWIDB Update

Kyle presented the CWIDB update. Kyle has been named the new Executive Director for the CWIDB! Regarding Governor's Cup, 300 wines have been entered from over 38 wineries. 17 judges will take part in the competition from across the country. Preliminary results will be available soon. The next CWIDB meeting will be held on August 24th.

VII. Committee Reports

a. Legislative

Stephanie presented the Legislative Update. The Liquor Advisory Working Group and Rulemaking Group have been meeting regularly. Stephanie has not heard back from Michelle regarding our Festival Bill fix. The corkage fees have been discussed.

b. Education

Cassidee presented the Education committee update. The Amateur Winemaker Competition is currently accepting entries through October 20th. Registration for VinCO Will go live mid-October.

c. Finance

Juliann presented the Finance committee update. The 2021 and 2022 tax returns have been filed.

d. Winefest

Cassidee presented the Mountain Winefest update. The Festival Program has gone to print, Colorado Wine Week events have been posted with over 30 taking place this year between September 11-17.

Marketing

Laura presented the Marketing Committee Update. The committee discussed the marketing collateral as well as potentially hosting a few CAVE meetings throughout the state each year.

CAVE member retention and new members were discussed. Staff will divide up the membership list and send it to the board after Mountain Winefest is complete. This will allow current board members to 'mentor' current CAVE members as well as reach out to potential members.

The committee discussed Barrel into Spring, the consensus was to try a Friday and Saturday event in April and May. Looking at 2:00pm-7:00pm with Saturday being 11:00am-5:00pm. The dates for next year's Barrel into Spring will be April 19 & 20 and May 10 and 11.

e. Personnel

There was no Personnel Committee Update.

VIII. New Business

Cassidee reminded the board to begin thinking of potential new board members as the call for Board Nominations will go out this October.

Kyle updated the board on the Grape Grant, information will be sent out next week

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 will take place September 5th from 9:00am-11:00am. The Marketing meeting will be rescheduled.

XII. The meeting was adjourned at 10:22am.

XIII. Cassidee Shull, CAVE Executive Director

Approved at _____, 2023 Board meeting
