

BOARD MEETING MINUTES

February 13th, 2024

9:00am-11:00am

I. Call to Order

The meeting was called to order at 9:01am Board members present were Juliann Adams, Sarah McCall, Kevin Webber, Charles Talbott, Jenne Baldwin-Eaton, Brett Neal, James Blanchard and Scott Smith. Staff and guests present were Cassidee Shull, Stephanie Hicks, Charlotte Oliver and Kyle Schlachter.

II. Approval of Agenda

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

III. Approval of Minutes

Sarah motioned to approve the January 15th meeting minutes as amended. Jenne seconded the motion. The minutes were approved by the board.

IV. Executive Director's Report

Cassidee reviewed the 2024 VinCO Final Report with the board. They discussed the new dates for next year, venue contracts as well as renewing the Whova contract for 2025. She also updated the board on the Colorado Proud Farm Fresh Directory and the wineries being listed this year. She will work with Kyle on additional updates and reminders.

V. Viticulture Extension Specialist Update

Charlotte presented the Viticulture Extension Update. Pruning workshops are coming up and reminders will be sent out. She will be offering optional Zoom sessions a few days before the workshops to answer additional questions. She also updated the board on a sponsorship opportunity for the Sprayer Calibration Workshop in April. She is still working out the details. The date of the event is April 24th.

VI. CWIDB Update

Kyle presented the CWIDB update. Kyle will be sending out trade tasting information for their March event shortly. The CWIDB will be attending the Taste of Vail event in April. They are finalizing the details for the media tour that will be taking place in May throughout the Grand Valley. This will include restaurants and tasting rooms. The Outside Festival was also discussed. Conversations with Colorado Proud have been had as well as bringing in other partners.

VII. Committee Reports

a. Legislative

Stephanie and Kevin presented the Legislative Committee Update. 1156 is the Chamber of Commerce permit bill. This bill stemmed from the Parker Wine Walk. CAVE discussed this issue with the Director of the Parker Chamber of Commerce, but as such they are still moving forward. CAVE will continue to monitor.

The To-Go alcohol bill is moving forward. CAVE will amend the substance abuse disorder recovery bill.

Stephanie discussed the Japanese Beetle issue. Currently, it is very difficult to obtain funding for one specific pest.

b. Education

CAVE's diversity workshop will take place Feb. 26th at the Wine Country Inn from 11am-5pm. Registration is live and available for \$20 for CAVE members and \$40 for non-members. Please share! We have 7 signed up so far with registration ending on February 23rd. Lunch and wine will be provided. Due to the nature of the seminar, this cannot be recorded or offered via Zoom. The CWIDB will be offering the same seminar on the Front Range on February 28th.

Jenne presented the Education & VinCO Committee update. She reviewed additional feedback from the conference including moving the 2025 dates to Tuesday-Thursday and removing our Monday workshop due to the MLK holiday. The 2025 dates will be January 20-23. Our Whova app contract has been renewed.

We are looking to offer an Amateur Winemaker Workshop that will take place July 20 & 21 at the

wine lab at CMU Tech. This will offer CAVE amateur members as well as new potential members a focused weekend of learning, networking in a fun and collaborative atmosphere with a hands-on approach. Sessions will take place all day Saturday with a winemaker dinner to follow as well as a half day Sunday. We will lean on previous amateur winemakers, educators in our industry as well as commercial winemakers to lead our sessions and panel discussions. We hope to market this statewide and beyond! Look for registration information to come out in the next month or so.

CAVE will also be updating our website! This update will include an Amateur Forum and more interaction and engagement with the membership.

c. Finance

Cassidee updated the board on CAVE's new bookkeeper. Her name is Beth with Monument Tax. Updated financials are in the folder.

d. Winefest

To date we have sold almost 211 VIP and tickets and 658 GA tickets. We are currently running a Valentine's campaign and will be featured in an upcoming Spoke & Blossom Campaign. The Winefest committee will begin meeting in February.

The board discussed the AVA pledge on the winery applications. They would like for this to remain. Application for wineries and vendors will be available on March 1st with the Winery application deadline being March 22nd and the vendor application deadline being April 26th.

The board discussed offering an app for Mountain Winefest. After reviewing the cost, timeframe of the event and customer demographic, it was decided not to move forward with an app this year.

Cassidee was excited to share that for the first-time event, the Grand Junction Airport has signed on as a sponsor for Winefest!

She also updated the board on the Art Contest, the online reception, and the results. Since the event was so well received and we receive more entries than ever before, we will be hosting the event in this format in the future.

Marketing

Barrel into Spring tickets go on sale next Monday at 9:00am. The deadline for all passport materials from the participating wineries is March 15th. Tickets for the event go on sale February 19th at 9:00am!

The board discussed attending Taste of Vail. *Scott motions to cover the \$650 plus two days of expenses for staff to attend Taste of Vail. Jenne seconded the motion. The motion passed unanimously.*

e. 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 Board meeting will be held March 12th at 9:00am

XII. The meeting was adjourned at 10:16am.

XIII. Cassidee Shull, CAVE Executive Director. Approved at _____, 2024 Board meeting
