

# BOARD MEETING MINUTES

## May Meeting Minutes

9:00am-11:00am

### I. Call to Order

The meeting was called to order at 9:03am. Board members present were Juliann Adams, Scott Smith, Charles Talbott, Nicholas Games, Sarah McCall, Kevin Webber and James Blanchard. Staff and guests present were Cassidee Shull, Stephanie Hicks, Charlotte Oliver, Katie Roach Jason Hanson, and Kyle Schlachter.

### II. Approval of Agenda

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

### III. Approval of Minutes

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

### IV. Guest Presentation –150/250

Jason Hansen and Katie Roach introduced themselves and their roles, emphasizing the commission's goal to commemorate both the 250th anniversary of the Declaration of Independence and the 150th anniversary of Colorado joining the Union in 2026. The commission aims to create unity throughout Colorado by celebrating the state's unique history and diverse communities. The focus areas include creating memorable public experiences, commemorating shared history, and supporting local communities. Key initiatives involve organizing events such as a coordinated climb of all 14,000-foot peaks on July 4th, developing a passport program to encourage families to explore Colorado, and planning festivals and block parties. The commission is also working on educational initiatives, including a new curriculum program in collaboration with the Department of Education and creating historic markers. They are dedicated to supporting local communities by making the commission's logo available for public use, maintaining a statewide events calendar, and launching a community grants program funded by private donations. Regional advisory panel members are reaching out to local stakeholders to form local organizing committees, encouraging community participation in the commemoration. The commission supports these efforts through various means, including providing resources and guidance. Katie Roach invited questions and clarified that the purpose of the meeting was not to solicit donations but to discuss how the wine industry could naturally participate and benefit from the spotlight generated by the commemoration events.

Kevin discussed the idea of a collaborative project for Colorado wineries, inspired by an initial suggestion to create a commemorative wine bottle. This initial idea faced logistical challenges, so Kevin proposed developing a stylistic designation for Colorado wines, tentatively called "Centennial." This would capitalize on the upcoming 2026 celebrations to promote Colorado's wine industry and agritourism. The proposal involves setting parameters for creating a distinctive Colorado wine blend, similar to California's Meritage designation. This would define permitted grape varieties and blend compositions, ensuring that all grapes are grown and vinified in Colorado. The goal is to create a high-quality wine that represents the best of Colorado's wine industry. Kevin emphasized the need for input from winemakers and collaboration between the Colorado Wine Board, CAVE, and the America 250 Colorado 150 Commission. The initiative aims to highlight Colorado wines during the 2026 celebrations, leveraging media coverage and PR to gain national recognition. The project would require wineries to begin preparations with their 2024 harvest to meet the two-year timeline for aging and marketing the wine. The board discussed developing a committee to review the project's guidelines.

*Scott Smith motioned to fund this effort with \$1,500. James seconded the motion. The motion passed unanimously.*

The board agreed to move forward with the project, creating a working group and initially allocating \$1,500 to fund the effort. The goal is to have the committee set up and parameters defined in time for the 2024 harvest, ensuring the wine will be ready by 2026.

### V. Executive Director's Report

There was no update.

### VI. Viticulture Extension Specialist Update

Two weeks ago, frost events severely impacted certain locations, particularly in the Grand Valley, with

some areas experiencing a 100% loss of the original bud. Further assessments over the next two weeks will determine the full extent of the damage. Preliminary evaluations suggest a significant reduction in yield but no trunk or cordon damage. A recent spring workshop saw a strong turnout with 17 of 19 registrants attending. The workshop focused on sprayer calibration for peaches and grapes and received positive feedback. Future events are planned, utilizing curriculum materials from previous collaborations. Upcoming is a joint workshop with Dr. Jane Stewart on Western Slope pest updates, scheduled for this Friday from 1 to 5 PM. Topics include cytospora, pest management calculators, and virus information. The Japanese beetle webinar is on hold due to busy schedules and a lack of updates. Efforts to track mealybugs are ongoing, with lures ordered for monitoring. No additional summer workshops are planned, but suggestions for future events are welcome. There has been no recent update from the county or Mesa County commissioners regarding the Japanese beetle spring program.

## **VII. CWIDB Update**

Two weeks ago, a media tour was conducted with seven media representatives (five from out of state and two in-state). They visited 19 wineries and received positive feedback from the media, who enjoyed the wines and the experience. Following the tour, Kyle attended the Wine America Spring Policy Conference in DC, where representatives from 15 to 18 other states were present. They met with congressional staffers, except those from Boebert's office and Buck's former office, to discuss the Farm Bill, dietary guidelines, TTB, and nutritional labeling. While the delegation was generally supportive, there is likely no movement on the Farm Bill this session, possibly in 2025. The Wine Board meets next Thursday at 10:00 AM in Broomfield, with a virtual option available. This week, the evaluation team for the marketing vendor RFP will meet with the top five applicants and make a recommendation to the full Wine Board next week on who to contract with for marketing and PR advertising services.

## **VIII. Committee Reports**

### **a. Legislative**

In the recent legislative session, a total of 705 bills were processed, possibly a record number. Notable outcomes include the defeat of Senate Bill 181, concerning alcohol enterprises, and the passage of Senate Bill 231, a liquor omnibus bill, despite missing the 4 a.m. soft close provision. The legislative committee remains active, especially in addressing gaps in policy. The discussion with Fisher's Liquor Barn, a Winefest sponsor, regarding their frustration over our opposition to House Bill 1373, which ultimately failed, suggests the need for ongoing dialogue. The board thanked Stephanie for her dedication throughout this legislative session!

### **b. Education**

The education committee is in the process of finalizing schedules for upcoming seminars including VinCO. They have incorporated feedback from recent conferences to diversify session topics. Sponsorship and trade show details are now available on the website, and outreach to vendors is underway. Registration for the Amateur Winemaker Workshop will open soon, offering affordable options for both sessions and an optional dinner. Additionally, a wine sensory analysis workshop is scheduled for next Monday, May 20<sup>th</sup> led by Chloe at Whitewater Hill Vineyards.

### **c. Finance**

The finance committee did not convene this month as they continue to adjust to their new bookkeeper. Payroll was a significant focus, and there's been a transition to the bookkeeper's payroll system without additional costs. The QuickBooks version used for payroll is being phased out, prompting this shift. Clean-up efforts were also undertaken to streamline the Profit and Loss statements, reducing them to just two pages. These statements will be distributed shortly.

### **d. Winefest**

Cassidee provided a Winefest updated, where approximately 1,200 general admission tickets and 25 VIP tickets have been sold. However, there has been a setback in sponsorship as a long-standing sponsor, Town Square Media, has opted out of their sponsorship after ongoing discussions since October. Following this development, a new sponsorship agreement has been secured with NBC Grand, spanning five stations and offering a diverse demographic reach. Applications for Colorado Wine Week events are now available online, with various events already in the pipeline. Additionally, the Winefest committee is exploring the return of the Wine, Dine, and Paint event, albeit with potential modifications due to increased costs. Chocolate & Wine Tasting tickets are available now, but they are expected to sell out shortly. There is a possibility of also offering a Riedel Seminar during Wine Week as well!

**e. Marketing**

There was not enough interest from the industry to take part in the Vail and Breck Wine Classic this summer. The final report will be available shortly for The Barrel into Spring. Both events were well attended, and overall feedback was very positive!

The board discussed the possibility of a media tour for the Palisade/state area wineries focused on small/lesser-known wineries, etc. in partnership with the CTO in the future.

There was a discussion of Quarterly Meetups. Rather than hosting additional events, it was decided to continue supporting the industry nights already taking place by including these in CAVE newsletters and placing them on our Calendar.

**f. Personnel**

There was no Personnel Committee Update.

**IX. Old Business**

There was no old business.

**X. New Business**

There was no new business.

**XI. Public Comment**

There was no public comment.

**XII. Next Board Meeting**

The next Board meeting will be held June 11<sup>th</sup>.

**XIII. The meeting was adjourned at 10:37am**

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

Approved at \_\_\_\_\_, 2024 Board meeting

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