



COLORADO WINE INDUSTRY DEVELOPMENT BOARD
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Colorado Wine Industry Development Board Meeting **Monday, 29 September 2008** **Wine Country Inn, Palisade**

1. Minutes
2. Financial Report (Caskey)
3. Public Relations report (Ax)
 - Media hits
 - What would make you happy?
4. Market Research proposal from Dr. Marco Constanigro, CSU Dept of Agricultural and Resource Economics
5. CO Wine Industry Marketing Survey Plan (Cookson)
 - Mailed, on-line, in-person or by phone????
6. CSU Reports
 - Enology lab equipment and program update (Menke)
 - Harvest report (Caspari)
 - QEP plans
 - Project brainstorming for Specialty Crops funding and other grants
7. Beverage Alcohol Industry perspective
Jeanne McEvoy, executive director of CO Licensed Beverage Association
8. Legislative discussion
 - Alternating Premise license rule proposal from Laura Harris
 - Self Distribution concepts:
 - 1) Virginia distribution model comments from AG
 - 2) Other models
 - Changes to coupon rules
 - Wine Development Statute legislative changes
 - Wine industry legislative summit, Wine Country Inn: Sunday, 9 November
9. Budget questions
 - Write the newsletter in-house instead of contracting with McDonald Wordsmith?
 - Half-page COSVG ad for \$7500
10. Old or new business
 - 30 cases of wine for IACP reception on 4 April 2009
 - IACP tour
 - CO Food and Wine Video Project (possibility of merging with FSMIP program?)
11. Next meeting dates:
 - Joint RMAVV board meeting (delay from Monday, 10 Nov 2008)
possibility of combining with planning retreat in Salida???
 - Sunday-Monday, 11-12 January 2009 at the Gateway Inn, Salida
 - Spring meeting date