



COLORADO WINE INDUSTRY DEVELOPMENT BOARD
2645 5TH STREET, BOULDER, COLORADO 80304- 3203
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Colorado Wine Industry Development Board Meeting

Friday, June 2, 2006 **Bookcliff Tasting Room, Boulder**

1. Approval of Minutes (Greg Thomas)
2. Treasurer's Report (Welcher)
3. Marketing Discussion
 - Cherry Creek Farmers Market:
 - 1) Sponsorship with naming rights in the \$25,000-50,000 range
 - 2) Willing to tailor the opportunity to our agenda
 - 3) Kiosk rental \$10,000/month for Nov.-Dec.
 - 4) Rotating Saturday booth OK; who handles licensing and scheduling?
Co-op costs?
 - Denver International Wine Festival Sponsorship :
 - 1) \$4000 with five tables
 - 2) How are they offered in light of wineries that have already purchased their own?
 - Winemaking Competition for Winefest and/or State Fair
 - Review budget
4. PR Report
 - FIG report
 - FAM trip report and update of June 13-15
5. Research Report (Caspari and Wallner)
 - Budget and scope of work for FY 2007
 - Tractor purchase update
 - Any additional CSU issues
6. Quality Assurance Program (Welcher, Talbott and Garlich)
7. Fiscal Year 2007 Budget discussion and approval
 - Definition of what falls under research's one-third of CWIDB budget
 - What is realistic?
8. August 12 WineAmerica Seminar and Industry Round Table
9. Old or new business
10. Next meeting date



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**Meeting of the Colorado Wine Industry Development Board
Colorado Dept. of Agriculture, Lakewood
Friday April 7, 2006**

Attending:

Directors :

John Thomas, Steve Wallner, Horst Caspari, Brandon Witham, Doug Phillips, John Garlich, Jim Rubingh, Greg Thomas, Peter Shaw, Bill Welcher, Bruce Talbott, Doug Caskey, Robbie Hahn (by phone)

Guests:

Approval of the Minutes:

The minutes from the previous meeting were read and needed to be amended to show that John Thomas was present at the last meeting. With amending the minutes were approved.

Treasurer's Report:

Given by Bill who stated that things are looking good, revenues are on track and we are looking at a record year.

Marketing Report:

Given by Doug who started by talking about possible opportunities with the Cherry Creek Mall. In open discussion and with talking to Robbie over the phone, the opportunity may involve a kiosk inside the mall with tasting and sale possibilities. The discussion also went into the opportunities of selling and tasting at the Cherry creek Farmers market. John Garlich negotiated a lower booth fee at the Farmers Market for this year for interested wineries. The conclusion was that the board needs to get the different operators, Michelle Burke and Nick Lemaster, together in order to string together all of the ideas. Doug also discussed the Denver International Wine Festival which is moving to the Mile High Station which could be a better location. Some wineries who participated last year were happy with the event but others were not so the instruction to Doug was to continue to negotiate a better deal for Colorado Wineries. Plans are ongoing for both the Lafayette and the Manitou Springs festivals. Doug also raised the question of possibly paying for overnight accommodations for participating wineries. The web site will be undergoing some updates with a new interactive map and a change to the calendar page by listing all of the wine events at www.localwineevents.com. The local wine event people will also be available to sell tickets for these different events. The Board also got an update on F.I.G. programs and PR efforts from the beginning of the year and an update on the two tours, one in April and one in June.

Research Report:

Given by Horst who started with saying that the grower survey results are appallingly low and that he is planning on mailing results to the participants of the surveys only. Horst also had a report of significant trunk injury from a winery and wondered if it was an isolated case and would like to hear from any other affected wineries. This year's crop according to Horst stands to be huge maybe 3000 plus tons or a 50% overproduction rate. The Board approved travel spending for Horst to attend an irrigation conference in Australia in August and approved the purchase of a new, smaller tractor in order to fit into five foot row spacing and the Board also



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approved purchasing an “injector” irrigation system which will inject fertilizer and ph into a research vineyard.

CSU Update:

Steve Wallner started this portion of the meeting by talking about the continuing process of CSU looking into starting an Enology program. The university is looking into faculty positions and teaching positions with a goal of fall 2007 for the first classes. Doug then talked about the Safety Program and the possibility of putting together a safety template for wineries which would possible help lower insurance costs. There were only two favorable responses from wineries so the idea was to maybe arrange workshops through both the Wine Board and RMAVV.

Quality Assurance Program:

Bill Welcher talked briefly about the Quality program and that it is moving forward. He hopes to have a concrete proposal to bring before the board with pricing and what it will cost both the Board and participating wineries to have their wines tested.

Next Meeting:

The next meeting will be held at Bookcliff Winery on June 2nd at 1pm.