

**Meeting of the Colorado Wine Industry Development Board  
Two Rivers Winery, Grand Junction, Co.  
January 10, 2005**

**Attending**

**Directors:**

Horst Caspari, Guy Drew, Steve Wollner, Julie Balistreri, Diana Read, Bob Witham, Doug Caskey, Brad Ritter, Jeff Carr, Peter Shaw, Greg Thomas, Doug Phillips

**Visitors:**

Davy Price

**Review of Mission statement**

The Board took time to look at and review the mission statement and the goals and objectives of the wine board.

**Mission Statement**

- **To promote the growth, development and quality of the Colorado wine industry.**

**Goal**

- **To increase the sales of Colorado wine by 10% every year through 2009.**

**Objectives**

- 1) **Improve Quality and the Public Perception of Quality**
  - i) **Quality improvement program**
  - ii) **Sustainable Viticultural Standards and labeling**
  - iii) **Mentoring, human skills; funding technical seminars**
  - iv) **Work with the universities**
- 2) **Raise Awareness**
- 3) **Increase Visitation to Wineries**
  - i) **Work with Tourism Board**
- 4) **Improve Trade Relations**
  - i) **Educate wineries in marketing, etc.**
  - ii) **Mentoring, human skills**
  - iii) **Improve presence and relations with restaurants in Colorado**
  - iv) **Maintain and improve presence and relations with retailers in Colorado**

After some discussion the board motioned to have a strategic planning meeting at the next board meeting with the existing board members, outgoing board members and, the new inductees to the board as well as a couple members of RMAVV, to commit to or re-do the objectives, goals and, mission statement. This led to further discussion of the board's quality program left over from 2003. There was a motion made to re-introduce this program, submit the boards \$26,000 over two years starting July 2005 and to put in for a matching federal funds grant with the possible use of \$18,000 from RMAVV. This motion was approved unanimously.

**Approval of the Minutes**

The minutes from the September 7<sup>th</sup> meeting were read and approved.

### **Treasurers Report**

Presented by Doug Caskey, the month of December had the highest revenues ever in a month. If this trend continues revenues will hit the \$500,000 mark for the year. Overall things are looking very good.

### **Research Report**

Presented by Horst and Guy, with Guy trying to put together a new survey to send to wineries and growers to see what the industry thinks some of the important topics the research station should be helping them with and whether CSU is doing a good job. Doug will be the lead man to draft such an animal and then send it to the research committee and the rest of the board for additional fine tuning. Horst also brought up the item of the carry over of \$11,500 from last years budget to balance the boards budget according to the statute. There was a motion brought up to move this amount in to the research budget which was seconded and approved. Horst also mentioned that he has 60 surveys back and would like more, and that the harvest is on track to be the second largest ever.

### **Marketing Report**

Presented by Diana who led the board in an overview of the marketing budget for fiscal year 2006. Parking lot tasting will continue, and there will be a slight re-design of the brochure with a mention of the new Colorado Wine Trails program. The committee will hire a wine festival coordinator to help promote and organize some of the upcoming festivals and her name is Kathilee Champlin. New festivals will be added at Rock Creek, Bel Mar Stapleton, Olathe and Estes Park. We will continue to use Reister Robb to help with PR but at a smaller budget level. The marketing committee also brought up the idea of using the F.I.G. group to organize a PR opportunity in conjunction with the Aspen Food and Wine Festival and lead a group of writers in an exploration of some of the aspects of the Colorado Wine Industry. There was a motion to approve the marketing budget with the additions of \$2000 a month for Kathilee to be an event coordinator starting in June 2005 and the F.I.G. event in June for \$15000 and a reduction in the Reister Robb by \$6000, which was seconded and approved unanimously. Julie then motioned for approval of the 2006 marketing budget which was also seconded and approved. Jeff then updated the board on the restaurant program participants and the winners and those who didn't win but will still get some form of recognition for participating in the promotion of Colorado wines in restaurants. This program will continue this next year. Awards will be presented at the leadership breakfast at the Restaurant Associations trade show at the end of January.

### **Legislative Report**

Things are still in a state of flux as far as pending legislation with the board looking at the feasibility of hiring a monitor. After much discussion there was a motion to proceed with hiring a monitor, to be Gayle Berry for \$5000 for the session, and to seek the endorsement of the Legislative Committee. This motion was seconded and approved.

### **New Business**

There was an idea presented to look into the feasibility of getting an economic impact study of the Colorado wine industry done by CSU with Doug to speak with interested parties at CSU and to come up with a cost and the possibility of GJVB helping cover some of the cost.

### **Next Meeting**

The next meeting will be June 2<sup>nd</sup> and 3<sup>rd</sup> site to be announced.