



COLORADO WINE INDUSTRY DEVELOPMENT BOARD  
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## Minutes of the Colorado Wine Industry Development Board Meeting

Friday, June 2, 2006 at the Tasting Room of Bookcliff Vineyards, Boulder

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Present at various times were Bruce Talbott, Jeff Carr, Horst Caspari, Robbie Hahn, Peter Shaw, Brandon Witham, Bill Musgnung, John Garlich, John Thomas, Doug Caskey, Nancy Janes of the Rocky Mountain Association of Vintners and Viticulturists and Kuvy Ax of the Fresh Ideas Group.

Much of the meeting there were fewer than five voting members, meaning a quorum was not present.

No action was taken regarding the nebulous offer of “sponsorship” from the Cherry Creek Farmers Market. Naming rights would be in the \$50,000 range and a kiosk rental in the mall would cost \$10,000/month during the holidays. Individual wineries will be allowed to have booths at the \$100/Saturday cost.

Approval was given to proceed with the sponsorship of the Denver International Wine Festival at \$4000, requesting that Chris Davies, the festival organizer, communicate better with the wineries.

Some discussion was given to combining the winemaking competitions at the State Fair and for Winefest. In general the group was not in favor of that proposal, though we will request a proposal from Deb Wallace, who runs the general entry competitions at the State Fair, for combining or at least improving the competition there.

Jeff presented a proposal for advertising with Pierre Wolfe on his radio show “The Good Life” on the Colorado Radio Network. Additional demographic information was requested. [This was ultimately approved by e-mail vote after the information was distributed to members. The proposal is for \$400 per month for four months, buying at least 15 minutes per show.]

Kuvy Ax gave a report on the April media education tour and a preview of the June tour. The board requested that Paul Franson’s e-mail with tips for winery promotions be sent to all the wineries, especially those on the June tour.

The budget and research proposal for CSU’s Viticulture program was approved. Distinction was made that the \$175,000 for viticulture does not include any money for the research enologist position. The research proposal was approved and later confirmed by e-mail vote. Steve Wallner reported that CSU’s funding for that position looks very possible but not yet finalized. The suggestion was made to create a committee jointly with the CWIDB, RMAVV and CSU to prioritize Research topics and programs for next year’s proposal.



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The Quality Assurance Program committee did not have any firm proposals to present to the committee, so any program was delayed until the next meeting. In order to continue some quality improvement support for the industry, the board did vote to renew the contract with Bill Musgnung for enology consultation with wineries through December 2006.

John Garlich brought up a proposal from enologist Ben Parsons to do a booklet guide to winemaking. Ben requested \$2000 to begin. Suggested contents also included tips for licensing and grape location and acquisition.

Doug announced a visit and seminar by Bill Nelson and Jennifer Montgomery of WineAmerica for August 14, noting that seminar would fulfill the intention of the strategic plan the board adopted last January for an industry meeting to discuss legal and legislative topics. John Garlich also noted there will be two speakers on yeasts at that seminar as well.

The next meeting was slated for August 4 as a conference call.