

**Meeting of the Colorado Wine Industry Board
Grand Vista Hotel, Grand Junction Co.
August 8, 2005**

Attending

Directors:

Doug Caskey, Brad Ritter, Robbie Hahn, Peter Shaw, John Garlich, Jeff Carr, Bruce Talbott, Doug Phillips, Greg Thomas, Bill Welcher, Horst Caspari, Steve Wallner, Brandon Witham

Visitors:

Diana Read, Don Pace

Approval of the Minutes

The minutes from the previous meeting were to be changed in the research report section. The sentence stating “The Board also decided to take \$10000 out of the proposal from Horst...” should read “The Board also decided to temporarily take \$10000 out of the proposal from Horst and to include the carry-over which could be \$11000 and to give this money to the enology consultation program overseen by Bill Musgnung.” The rest of the minutes were approved.

Treasury Report

Given by Mr. Caskey, who stated that with the \$60000 in revenue in June the sales were brought up to the \$500000 level we had been tracking toward. Approximately \$171000 of revenue from 2005 has not been spent and \$120000 was deferred from 2005. This deferred amount is in “another world” and can be borrowed from if we overspend our current funds. This is different due to a new controller who has made things easier to work from month to month. The amount owed to the research budget due to increased revenues and balancing of the budget is \$17000.

Marketing Report

Given by Jeff Carr, who recapped the FAM trip-media tour stating that it was pretty successful with a number of high profile press persons with very positive feedback. In short, money well spent. The Board was also introduced to a new FIG proposal, the Colorado Wine Train and Tour which would bring writers and press to the state for a brief four to five day tour of some of the wine producing regions of the state. The contract for Reister-Robb was not renewed and ended the end of July. There is money built into FIG’s train tour contract for extra PR and the Board will also use the Agriculture department for any needed PR releases. FIG will also put together a separate proposal for future PR. The Board looked over a proposal from the Denver International Wine Festival happening on November 5th where Colorado wines would have an exclusive room with ten tables at the price of \$3500 and the opportunity for four wineries to participate in the festival itself. The Board also talked about the opportunity to advertise in the Colorado State Visitors Guide in their annual publication and the possibilities of co-oping the ad space. The Board heard from Kathilee who talked about the success of both the Manitou and Castle rock tastings and her plans for working with Grand Junction and Colorado Spring with their events. Overall the Board is very pleased with her organizational accomplishments.

Legislative Report

From Doug Phillips who told the Board that the governor signed SB95. Doug went over the draft regulation and talked about the beginning point for new labeling legislation. A

committee of Board members will take ideas and put these to members of the industry as well as RMAVV for further input on the labeling requirements. As Don Pace said in reference to legislation “broader is better, keep it simple, and maintain the integrity of the statute.” There was also discussion of interstate shipping and the possible problems with the reciprocal shipping the state currently has. This matter was to be referred to the legislative committee for further fact finding. The Board discussed the legislative monitor situation and the possibility of using the Agriculture Departments monitor but was reminded that the Board has already approved funds for hiring an outside monitor.

Research Report

Presented by Horst who stated that this years grape crop is about equal to the crop of 2004 and will be a big crop but not all of the grapes will get processed. Bill Musgung will be making wine from the crop from the Research station. Steve Wallner then gave a presentation as to the status of projects involving CSU. He talked about the possibilities of the university offering a viticulture/enology program maybe in conjunction with a horticulture program. He also talked about staffing such a program, hiring an enologist, identifying topics for graduate students and the idea of building a quality lab for wineries to use. Timing for possibly getting this together would be fall of 2006 at the earliest. Steve and Horst along with Doug were to put together a proposal to bring before the board at the next meeting to further inform. Doug then talked about the status of the “Safety program” and having a template for wineries on how they perform operations to help cut insurance costs. The idea is embedded and moving and the Board will move forward and research this idea and program more. Doug also brought up the feasibility of doing an economic impact study of the Colorado wine industry and this idea is also happening and moving forward.

Directors Report

Presented by Mr. Caskey, who started by talking about getting a line item approved in the legislature in order for the Wine Board to be able to accept grant money. Doug talked about Wine America and the possibility of getting them a donation. The Board motioned to give Wine America \$1000 which was seconded and approved. The Board then went back to look at some of the previous budget items brought up in the meeting. The Board motioned and approved giving funds to the following; \$30000 to research for budget adjustments over the last three years, \$2500 to the Denver International Wine event, \$1000 to Wine America, \$27000 to CSU for research for fiscal year 2005, and \$25000 to FIG for spring contract/event.

New Business

As there was no old business, the new business entailed the feasibility of setting up a kiosk at DIA and the Board participating in a strategic planning session at the next board meeting January 15th and 16th possibly in Glenwood.