



COLORADO WINE INDUSTRY DEVELOPMENT BOARD
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Minutes of the Colorado Wine Industry Development Board Meeting
Friday, September 15, 2006 at the Grand Vista Hotel, Grand Junction

Present in person were Bruce Talbott, Brandon Witham, John Garlich, Doug Caskey and Bill Musgnung. Joining by phone were Matt Cookson, new at large winery representative, Steve Wallner and Robbie Hahn.

Doug Caskey presented the treasurer's report, stating that total revenue for FY 2006 was \$528,388.58 while expenditures were \$659,099.37. Spending beyond revenues used up any reserves left in the fund balance for the current fiscal year. On the other hand, Colorado production rose 18.96% to 819,517 liters (91,057 cases or 216,494 gals) for FY 2006, giving Colorado wines a 1.68% market share by volume. Doug Phillips moved and Brandon Witham seconded adoption of the treasurer's report. Adopted unanimously.

Bill Musgnung presented his proposal of a quality evaluation tasting process by a panel of "trained" and experienced winemakers. Any wine thought to have commercial flaws would be sent to a certified lab for analysis, to be paid for by the CWIDB. This proposal contains a suggested budget of \$8710 based on two tasting panel sessions and all wineries submitting three samples with a 15% failure rate. Doug Phillips moved and Brandon Witham seconded adopting the quality control program, which was approved unanimously.

Steve Wallner gave the board an update on the search to fill the Research Enologist position at CSU. The job announcement should be cleared by CSU's Office of Equal Opportunity and released next week. Any board member is encouraged to send the announcement to any eligible and interested party they may know of. It was also suggested that we contact the state enologists in other states for recommendations as well. Doug Caskey will forward the announcement once it is finalized.

The board went into a brief executive session, per CRS 24-6-402 (3)(a)(iii) to discuss the pending RFP process for Wine Board public relations. When the executive session was concluded, the following people volunteered to be on the RFP evaluation committee: Matt Cookson, Brandon Witham and Robbie Hahn. Doug Caskey and Wendy White, of the CDA Markets Division, will also be on the committee.

Doug Caskey presented an updated PR calendar from the Fresh Ideas Group, as Kuvy Ax, the Wine Board's account specialist, was busy entertaining and shuttling the national writers attending Winefest as judges: Barbara Ensrud, Steve Heimoff and Shirley Nelson. Jeff Siegel and Richard Leahy had left the previous day. Doug also presented copies of the current edition of Vineyard and Winery Management Magazine with Richard Leahy's article on Colorado wines, written after the June 2006 media tour.

Next meeting was set for Monday, 6 November 2006, 1-4 PM tentatively in Cañon City.