



COLORADO WINE INDUSTRY DEVELOPMENT BOARD

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COLORADO WINE INDUSTRY DEVELOPMENT BOARD AGENDA FOR CO DEPT. OF AG, BROOMFIELD MARCH 24, 2017

1. 10:00 AM: Call to order and introduction of members and guests
2. Approval of agenda
3. Approval of minutes from January 13, 2017 meeting in Grand Junction*
4. Treasurer's report (Phillips)*
5. Review of and vote to adopt the CWIDB Operating and Procedures document, tabled from previous meeting**, noting the specific proposed changes:
 - o Voting status of ex-officio members
 - o Participation in executive sessions in person or electronically
 - o Reorganization of Legislative Committee to also include Business Development
 - o Executive discretion for spending on projects under \$2500 provided funding is available [this represents a codification of a policy adopted by the CWIDB many years ago].
 - o Codification of policy to not donate to school charities or children's organizations
6. Discussion of how to better collaborate and cooperate with the Colorado hard cider industry with Eric Foster (Stem Cider) and Brad Page (CO Cider Co.), officers of the Rocky Mountain Cider Association.
7. Phylloxera response report (CDA and CSU)
 - o Supplemental funding request for CAPS grape commodity survey testing during the 2017 growing season, coming due fall 2017 (FY 2018 budget) to cover genetic profiling and biotype identification of positive samples.
 - o SCBG proposal outline to address phylloxera education or research
 - o Discussion of the applicability and desirability for [Be Seen Be Safe app](#)
8. Lunch (Noon)
9. Research update
 - o Consumer survey underway with Barb Gasper of Focus Research and Strategy
 - o Committee report and recommendations for FY2018 Research Proposal (Neal and Phillips)
 - o Semi-Annual Report from CSU staff (Caspari, Menke, Davis)

10. Marketing Committee update (Kingman and staff)

- Brochure reprint status report
- Cultivator update:
 - Web statistics update
 - Trade Resources revision
 - Video project
- VOCA updates
- FAM/media trip recommended for August 2017, to come out of CWIDB spending FY18 budget as well as FAM/media trip for August 2018, in proposed Cultivator contract budget for renewal for September 2017-August 2018
- Recommendation to adopt proposed budget for Cultivator contract renewal
- Recommendation to keep the format of the Governor's Cup public tasting (August 3) to the same format for this, the third year of the event.
 - Offer two comp tickets to all wineries that enter the competition

11. Legislative and Business/Economic Development Committee Report (Vaughters/Caskey)

- Report on first business development workshop with the Cultivar Camp on March 20
- Legislative update:
 - SB17-077 (Tourism Bill): to provide Special Event Permit eligibility for government agencies was signed by the Governor on Monday
 - HB17-1145 (CAVE's Bill): amateur winemaking bill waiting second reading in Senate
 - HB17-1189 (CDA bill): CWIDB term limit bill, has passed the House unanimously, assigned to Senate Business, Labor & Technology Committee
 - SB17-134: limiting penalties for manufacturers' sale to minor or visibly intoxicated person to only the retail operation and not manufacturing as well is on the Governor's desk

12. Quality Committee update

- Warren Winiarski's Viticultural consultant:
Imed Dami, The OSU Professor and Extension Agent:
 - March 28-April 1: Grand Valley and West Elks
 - April 25-29: Fort Collins and Four Corners

13. Staff report (Caskey and Schlachter)

- Strategic planning session: half-day prior to August meeting
- Coordinating meeting with CAVE board

14. New Business

15. Next meeting date and location:

- Monday, May 22; Friday, June 2; or Friday, June 9
- Friday, August 4 in Broomfield so that board members can attend Gov's Cup event on Aug. 3

16. Adjourn