



COLORADO WINE INDUSTRY DEVELOPMENT BOARD

305 Interlocken Pkwy, Broomfield, Colorado 20021
303.869.9177 / Fax: 303.466.8515 /
WWW.COLORADOWINE.COM

COLORADO WINE INDUSTRY DEVELOPMENT BOARD AGENDA FOR WESTERN CO COMMUNITY COLLEGE JUNE 5, 2017

1. 10:00 AM: Call to order and introduction of members and guests
2. Approval of agenda
3. Approval of minutes from March 24, 2017 meeting in Broomfield*
4. Treasurer's report (Phillips)*
5. Executive Director's report on Winiarski and Chien visit over Memorial Day Weekend
6. 10:30: CAVE proposal for collaboration on an extension agent-like position (Sauvage and Shull)
7. Research discussion
 - Consideration of economic impact study proposals
 - John Dunham and Associates*
 - CSU Dept. of Ag and Resource Economics
 - Consideration of CSU FY 2018 Viticulture and Enology Research proposal*
 - CSU update
8. Phylloxera update (CDA and CSU)
9. Ad-hoc Committee on Sparkling Wine Production report (Jaquet)
10. Lunch (Noon)
11. Marketing Committee update (Kingman and staff)
 - 1:00 PM: Barb Gasper joins by phone for discussion of [2017 Focus RSI consumer survey report](#)*
 - Social Media guideline discussion and proposal
 - Cultivator update:
 - Transition of branding imagery to include more lifestyle themes (dining, drinking, outdoor activities, etc.)
 - Web statistics update
 - Trade Resources revision
 - CTO Governor's Cup Video project

- VOCA updates
 - FAM/media trip, August 8-11, 2017, to Northern Front Range and Grand Valley
 - August 2018 media trip included in Cultivator 2018 contract year
 - Brochure reprint status report
 - Governor's Cup public tasting (August 3) update
 - Taste of Colorado sponsorship: \$3000
 - Vintners' River Cruises opportunity: CWIDB lead or defer to wineries?
12. Legislative and Business/Economic Development Committee Report (Vaughters/Caskey)
- Update on HB17-1189 Two Term Limit for CWIDB members
 - Report on second business development workshop with the Cultivar Camp on May 15
 - Legislative and compliance update:
 - LED manufacturer meeting on June 8 at DOR in Lakewood
 - Consideration of proposed definition of manufacturing
13. Quality Committee update
- Viticultural consultant:
Imed Dami, OSU Professor and Extension Agent:
 - Two visits completed, 10 one-on-one consultations to date
 - Final visit and industry seminar August 2017 in Grand Valley
14. Staff report (Caskey and Schlachter)
- Request for CWIDB guidance: Who ultimately determines the editorial voice for the CWIDB (newsletter, Facebook, media responses, etc.)? CWIDB members, Commissioner of Ag?
 - Strategic plan:
 - Half-day session prior to August meeting?
 - Review CTO Roadmap document as a model for what the CWIDB needs to create
 - Coordinating meeting with CAVE board?
15. New Business
16. Next meeting date and location:
- Friday, August 4 in Broomfield so that board members can attend Gov's Cup event on Aug. 3?
17. Adjourn