



COLORADO WINE INDUSTRY DEVELOPMENT BOARD

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Colorado Wine Industry Development Board Conference Call

Tuesday, 4 Feb 2014

Participating: Jay Christianson, Tom Lipetzky (CDA Markets Division), Janet Johnson, Bret Neal, Taylor Corey, Horst Caspari, Steve Menke, Kenn Dunn, Steve Wallner, Michelle Cleveland and Doug Caskey. Guest: Marcel Flukiger.

Jay called the meeting to order at 9:04 AM.

He asked for clarification on the intention behind the motion made at the end of the Jan. 13 facilitated joint meeting with CAVE. The attendees present at that time (Michelle had not yet joined the call) agreed on the following language: the intention of removing the term “RFP” from the motion made in the afternoon of Jan. 13 kept all research options on the table for implementing research while confirming not particular option.

Jay then brought Associate Dean Jeff Steiner’s letter to the board’s attention, which is requesting the CWIDB as well as CAVE to participate in a review of CSU’s viticulture and enology programs. Steve Menke explained that he understood CSU’s request to involve the wine industry as they look at their processes, trying to figure out how to make the Ag Experiment Stations (AES) and CSU respond better to industry needs.

Steve Wallner confirmed that this is part of CSU’s comprehensive planning effort specifically focusing on viticulture and enology. He feels this is a timely and responsive request to address issues raised by the wine industry, and is best done with industry participation.

Bret Neal said that if we want to continue the relationship with CSU this request follows the mindset to correct the problems with that relationship. Michelle Cleveland joined the call and stated that she feels that Jeff Steiner’s letter is not in conflict with the Jan. 13 motion, which she intended to open possibilities to other institutions. Kenn Dunn added that CSU has a lot to offer.

Bret Neal moved to go forward with cooperating with CSU in the review of the viticulture and enology programs with the understanding that this cooperation does not guarantee future funding. The motion included that two CWIDB members, representing both wineries and grape growers, reach out to two CAVE board members to form the industry committee Jeff Steiner requested. Michelle Cleveland seconded and the motion passed unanimously.

Bret Neal moved to adjourn and Janet Johnson seconded.