

**MEETING OF THE COLORADO WINE INDUSTRY DEVELOPMENT BOARD
EDWARDS, COLORADO
JUNE 25, 2001**

Attending

Directors:

Steve Szapor, Ron Binz, Doug Caskey, Greg Thomas, Jim Rubingh, Barb Heck, Parker Carlson, Horst Caspari, Ken Theobald and Ron Neal.

Visitors/New Board Members/Presenters:

John Bauer, Tim Campbell, AnnaMarie Ray, Gaylene Ore, Amy Nuernberg, Guy Drew, Diane Reed, Julie Balistreri Domenico, and Bob Witham.

Introduction of new Board Members:

Bob Witham - Grand Valley Winery Director, Diane Reed - Western Slope (outside of Grand Valley) Winery Director, Guy Drew - Grower Director, Julie Balistreri Domenico (not officially appointed as of meeting) Eastern Slope Winery Director and Greg Thomas - Retail Director, (term of 6/22/01 to 7/1/02 - replacing former Retail Director).

Review of Minutes:

Addition of word (Board) under Old and New Business.....Barb Card will start reviewing all (board) applicants.... All approved.

Treasurer's Report:

Total revenue for 2000/01 is \$569,416.56 (an 11 month number ending May 31, 2001). Winery tax fee is inflated by \$175,000.00 because it is last year's numbers. Under 'Travel-Board' the decimal is in the wrong place, number should read \$3,055.44. All approved

Chairman's Report:

Ron Binz gave a thank you to various board members who have served with him over the past 4 years. Spoke briefly on his fact finding trip to Cuba, stating there is no possibility of Colorado wine sales to Cuba at this time.

Director's Report:

Doug also gave thank yous to departing board members. The coupon report stated that there has been \$9608.00 in cash redemptions as of the June 25, 2001 meeting. Richard Bruno's letter is in the packet. His comments and final report are for all to review.

Budget Discussion:

Under Research, \$15,000.00 is a capital expense. We will carry over the MOU to August 1, 2001. Barb Heck moved, Ron Neal seconded, all in favor of a \$145,000.00 budget for Research. Richard Bruno will be hired, his cost for 2001/02 will be \$24,685.00, all in favor. It was approved to move the \$3500.00 from the Larimer festival to the Colorado Winefest. The Advertising budget of \$180,194.02 was brought into motion by Parker Carlson, seconded by Ken Theobald and approved by all.

Creative Presentation:

AnnaMarie Ray and Tim Campbell both spoke on the new marketing program. It is designed to be evolutionary. They hope to keep this Hill and Co. creative campaign in effect for 2 to 5 years. Parker Carlson so moved, Steve Szapor seconded, all in favor of this new program.

Old and New Business:

No old business. New business included a report of the West Elks AVA having roughly 48 of 80 acres in die back. Most of the die back vineyards were on Fire Mountain Canal Ditch. John Bauer spoke of the need to have more research done at Rogers Mesa Station.

Next Meeting:

Parker Carlson agreed to be interim chairman. Next meeting will be September 14, 2001, 1:00 pm at the Adams Mark Hotel, Grand Junction.