



COLORADO DEPARTMENT OF AGRICULTURE
Colorado Wine Industry Development Board

Ashley Hausman Vaughters 9.29.18

Monday, April 2, 2018
Colorado Wine Industry Development Board Meeting
Colorado Department of Agriculture, Broomfield, CO

CWIDB Staff Attending in Person: Doug Caskey (executive director), Kyle Schlachter (outreach coordinator)

Colorado State University Staff Attending via Phone: Dr. Horst Caspari (viticulturist) Dr. Steve Menke (enologist)

Voting Members Attending in Person: Bret Neal (Chair - Grand Valley AVA winery), Tom Bueb (At-large Winery), Candice Mohr (At-large Winery), Ian Steyn (ex-officio Tourism), Dr. Jessica Davis (ex-officio CSU), Ashley Vaughters (Wholesale)

Voting Members Attending via Phone: Max Ariza (Ex-Officio Public), Neil Jaquet (Grower), Jeff Knight (Wholesale)

Guests Attending in Person: Charles Kooyman (Attorney General's office), Tom Lipetzky (CO Dept of Agriculture), Dean Landi (Colorado Cider Guild), Courtney Lis (VocaPR), Allison Haberle (Cultivator Ad & Design)

Guests Attending via Phone: Cassidee Shull (C.A.V.E.), Meagan Haeffele (Cultivator Ad & Design)

Opening

1. Bret Neal, Chair, called the meeting to order at 10:03 am.
 - a. Tom Bueb moved to approve the agenda as presented.
 - i. Jessica Davis seconded.
 - b. Ashley Vaughters moved to amend the Agenda to add Approval of Minutes.
 - i. Jessica Davis seconded.
 - ii. The motion as amended passed unanimously.
 - iii. The CWIDB will conduct the meeting according to the agenda presented as amended.

Minutes

2. Tom Bueb moved to approve the meeting minutes from January 14, 2018.
 - i. Jessica Davis seconded.
 - ii. The motion passed unanimously.
 - iii. The minutes from the January 14, 2017 meeting were approved.

Treasurer's Report

3. Presentation on CWIDB finances by Tom Bueb, treasurer
 - a. Tom Bueb presented a proposal to change produce tax from \$10/ton to \$0.0165 per liter on all vinous liquors to help define produce tax due on bulk juice and honey.
 - b. Doug Caskey presented a document outlining proposed clarifying language of what constitutes "Produce" for the calculation of the Wine Development Excise Tax.
 - i. Instead of changing the tax, Kyle Schlachter suggested amending clarification document to include an equivalency formula to calculate the tonnage tax on juice, reconstituted concentrates, and diluted honey.
 - c. Ashley Hausman Vaughters moved to accept the proposed clarification document as amended above.
 - i. Neil Jaquet seconded.
 - ii. The motion passed unanimously.

- iii. Doug Caskey will send the proposed clarification document to Department of Revenue.
- 4. Doug Caskey presented financial report.
 - a. Spending authority has been increased to \$921,000 so items put on hold have been able to proceed.
 - b. On track for just over \$800,000 in revenue
- 5. Doug Caskey presented proposed Fiscal Year 2019 budget.
 - a. Budget set to \$750,000 per CWIDB motion in January.
 - i. Wine Research and Quality budgeted for \$266,000
 - 1. Includes \$15,000 SCBG Viticulture Extension Specialist costs under Quality
 - ii. Wine Marketing and Events budgeted for \$269,000
 - 1. Includes Cultivator's FY19 budget at \$172,000 with the same amount of spending on media buys as the 10-month FY18 contract for FY19
 - 2. Includes outreach coordinator salary under Marketing
 - b. Ashley Hausman Vaughters moved to approve the proposed FY19 budget.
 - i. Tom Bueb seconded.
 - ii. Motion passed unanimously.
 - iii. CWIDB has approved the FY19 budget of \$750,000

Operating Procedures Document Update

- 6. Doug Caskey presented proposed revisions to the Operating Procedures Document.
 - a. Written proxy votes not compliant with Open Meetings statutes
 - b. Competition committee added as a standing committee
 - c. Signature authority clarified to rest with the Commissioner of Ag
 - d. Method of determining budget
 - e. State vehicle use
 - f. Neil Jaquet moved to approve the changes to the Operating Procedures Document.
 - i. Tom Bueb seconded.
 - ii. Motion passed unanimously.
 - iii. The revisions to the Operating Procedures Document.

Strategic Planning Committee Report

- 7. Kyle Schlachter presented update on the various Strategic Plan documents.
 - a. Tom Bueb moved to request committees to meet prior to the June meeting so that they continue working on Strategic Plan.
 - i. Candice Mohr seconded.
 - ii. The motion passed unanimously.
 - iii. Staff will continue developing the Strategic Planning documents in with each Committee.

Specialty Crop Block Grant Application

- 8. Doug Caskey presented an update on the SCBG proposal.
 - a. Doug Caskey applied to fund a viticultural consultant and not for the research associate.
 - b. Have not heard yet if it is accepted.

Quality Committee Report

- 9. Doug Caskey opened the Quality Committee Report
 - a. Tom Bueb mentioned there has been no status change of the winemaking video series.
 - b. Doug Caskey discussed the FSMA winery training in March was successful and another training will take place in Fort Collins on May 21.

Lunch

- 10. Tom Bueb moved to adjourn for 30 minutes for lunch
 - a. Ashley Hasman Vaughters seconded.
 - b. The motion passed unanimously.
 - c. The meeting will be adjourned for 30 minutes.

CSU Update

11. Dr. Horst Caspari presented a brief update on Viticulture program.
 - a. Vines are coming out of dormancy in Grand Valley.
 - b. No cold injury apparent.
 - c. Significant amount of cold-hardy grapes coming into production.
 - d. Two more positive and several negative phylloxera vineyards in Grand Valley since January.
12. Dr. Steve Menke presented an update on enology program
 - a. Cold-hardy blending seminar in Ignacio was successful.
 - b. Attendees' eyes were opened to blending possibilities with cold-hardy grapes.
 - c. Front Range workshop planned with out-of-state guests.
 - d. Experimental wines are going on to third racking and bottling earlier than last year.

Marketing Committee Report

13. Doug Caskey presented updated the Board on the Marketing Committee.
 - a. Doug Caskey mentioned that the brochure is awaiting printing.
 - b. Courtney Lis presented VOCA public relations report.
 - i. PR initiatives
 - ii. Upcoming confirmed press
 - c. Allison Haberle presented Cultivator marketing update.
 - i. Billboards
 1. 6 Boards across Denver metro area with updated messaging and images
 2. Planned to run 5/21 through 7/22
 - ii. Governor's Cup competition
 1. Public tasting renamed "Colorado Uncorked: a celebration of Colorado Governor's Cup award-winning wines paired with fine Colorado cuisine."
 2. Increasing awareness via advertising and partnering with retailers.
 - d. Doug Caskey presented update on IPW opportunities for wineries.
 - i. Taste of Colorado media reception, May 19
 - ii. Welcome reception at Westin DIA, May 18-20
 - iii. Colorful Crafted Colorado Reception at Mile High Stadium, May 22

Governor's Cup update

14. Neil Jaquet moved to table discussion of competition to Competition Committee and postpone full board discussion until the June meeting.
 - a. Tom Bueb seconded.
 - b. The motion passed unanimously.
 - c. The competition committee will provide a recommendation to the full Board at the June meeting.

Staff Report

15. Doug Caskey reaffirmed the Board's policy of not providing wine for functions that benefit minors.

Public Comment

16. Cassidee Shull presented CAVE update.
 - a. She mentioned that CAVE helped pass SB18-173 which allows consumers to remove opened bottles of partially consumed wine from winery premises as long as the winery offers "sandwiches or light snacks."
 - b. CAVE will host a wine tasting room staff training.

Next Meeting

17. The next meetings will tentatively be Friday, June 15 in Grand Junction and August 12-13 in a location TBD.

Adjournment

18. The agenda was finished and the meeting was adjourned at 4:28 pm.