



COLORADO DEPARTMENT OF AGRICULTURE
Colorado Wine Industry Development Board

Monday, August 13, 2018
Colorado Wine Industry Development Board Meeting
Glenwood Springs Branch Library, Glenwood Springs, CO

CWIDB Staff Attending in Person: Doug Caskey (executive director), Kyle Schlachter (outreach coordinator), Tom Lipetzky (Markets Division Director)

Colorado State University Staff Attending in Person: 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), Doug Price (ex-officio Tourism), Kevin Webber (Retail), Candice Mohr (At-large Winery), Neil Jaquet (Grower), Doug Kingman (Front Range winery), Max Ariza (Ex-Officio Public)

Voting Members Attending via Phone: n/a

Guests Attending in Person: Cassidee Shull (CAVE)

Guests Attending via Phone: n/a

Voting Members Absent: Jeff Knight (Wholesale), Open Seat (Wholesale)

Opening

1. Bret Neal, Chair, called the meeting to order at 9:00 am.
 - a. Doug Kingman moved to approve the agenda with the following amendments: remove executive session, add discussion of lawsuit, and add CAVE report to the agenda.
 - i. Tom Bueb seconded.
 - ii. The motion as amended passed unanimously.
 - iii. The CWIDB will conduct the meeting according to the agenda presented as amended.

Minutes

2. Doug Kingman moved to approve the meeting minutes from June 15, 2018.
 - i. Guy Drew seconded.
 - ii. The motion passed unanimously.
 - iii. The minutes from the June 15, 2018 meeting were approved.

Lawsuit update

3. Doug Caskey updated the Board on the status of the lawsuit.
 - a. Motion to change venue was accepted by Mr. Turley's. Court has not ruled on change of venue yet.
 - b. Doug Price asked about individual liability.
 - c. Doug Caskey responded that the Board can sue and be sued as a board, without individual liability.

Treasurer's Report

4. Presentation on CWIDB finances by Doug Caskey.
 - a. Net positive position.
 - b. Total fund equity \$295,000
 - c. Deferring \$128,000 of FY18 revenue into FY19 which is more than at beginning of FY18.
 - d. Total spending FY18 was \$778,083
 - e. Revenue for FY18 was \$797,363

Strategic Plan Document Update

5. Brett Neal asked if
 - a. Doug Kingman moved to approve the Vision, Mission and Strategic Priorities discussed on Sunday, August 12, 2018.
 - i. Neil Jaquet seconded
 - ii. Motion passed unanimously.
 - iii. Vision, Mission Statement and Strategic Priorities were ratified.

Quality Committee Report

6. Doug Caskey presented an update from the Quality Committee
 - a. on the SCBG proposal for a viticultural consultant.
 - i. Job description set by CWIDB, CAVE, and CSU.
 - ii. CSU Extension will oversee hiring process.
 - iii. CWIDB will have representative on search committee.
 - b. Seal of Quality
 - i. Guy Drew moved to abandon Seal of Quality
 1. Doug Kingman seconded
 2. Motion passed unanimously
 3. CWIDB will not pursue Seal of Quality

CSU Update

7. Dr. Horst Caspari presented update from CSU
 - a. Ram's Point Winery will cease making commercial wines.
 - i. Retain license
 - ii. Continue to produce experimental wines
 - b. Viticulture and Enology will no longer accept students to the program
 - i. Dr. Menke's teaching load will be reduced
 - c. Viticulture update.
 - i. Vitis vinifera cultivars showing promise:
 1. Cabernet dorsa, Zweigelt, Souzao, Touriga nacional, Cinsaut, Verdelho, Albarino
 - ii. Cold-hardy varieties:
 1. Chambourcin, cayuga, vidal blnc, traminette, aromela, marquette, noiret, corot noir, St Vincent
 - d. Crush readiness seminar held on July 12 (Balistreri's) and July 14 (WCRC)

Marketing Committee Report

8. Doug Caskey presented updated the Board on the Marketing Committee.
 - a. Cultivator marketing update.
 - i. Summer campaign up and running:
 1. Billboards
 2. Digital campaign
 - ii. Taste of the Broncos
 - iii. Colorado Uncorked - November 8 - new look/feel.
 - iv. DIA ads will be up again this winter
 - b. Governor's Cup competition
 - i. Some wineries do not like timing of judging - others do.
 - ii. Board reviewed ad art and directed staff to select barrel image
 - c. Barb Gasper presented consumer research results.
 - i. Awareness of Colorado wine - 76%
 - ii. Quality perception down

- d. VocaPR
 - i. Update on PR initiatives
 - ii. Upcoming confirmed press
- e. Update on upcoming events
 - i. Sept 7-9 Governor's Cup judging
 - ii. Sept 10 Taste of the Broncos
 - iii. November 8 Colorado Uncorked
 - iv. March 2019 Eat Colorado Food Show at NWSS

Staff Report

- 9. Doug Kingman moved recommend that Kyle Schlachter be reclassified from a Marketing Specialist II to a Marketing Specialist III and remain at the same position in the salary range.
 - a. Guy Drew seconded.
 - b. The motion passed unanimously.
 - c. The meeting paused for 30 minutes for lunch.

Public Comment

- 10. Cassidee Shull presented CAVE update.
 - a. Relaunched two websites
 - i. Winecolorado.org - industry facing
 - ii. ColoradoWineExperience.com - consumer facing
 - b. Winefest is almost sold out

New Business


- 11. Kyle Schlachter mentioned that Grand Valley has been nominated for Best American Wine Region by USA Today's 10Best.
 - a. Voting is currently open - please vote over the next 6 days.
 - b. Currently stands at 8th out of 10.

Next Meeting

- 12. Doug Caskey suggested shifting to monthly, 90-minute conference calls with 3-4 in-person meetings interspersed.
 - a.
- 13. The next meetings will tentatively August 12-13 in Glenwood Springs Public Branch Library.

Adjournment

- 14. The agenda was finished and the meeting was adjourned at 12:22 pm.

MINUTES APPROVED  12/7/18