



COLORADO DEPARTMENT OF AGRICULTURE
Colorado Wine Industry Development Board

Monday, July 22, 2019
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); Chuck Kooyman (Attorney General's office)

Colorado State University Staff Attending in Person: Dr. Horst Caspari (CSU), Miranda Ulmer (CSU), after executive session

Voting Members Attending in Person: Bret Neal (Chair - Grand Valley AVA winery), Tom Bueb (At-large Winery), Kevin Webber (Retail), Doug Kingman (Front Range winery), Candice Mohr (At-large Winery), Max Ariza (Public *ex officio*), Guy Drew (western slope winery), Jeff Knight (wholesale), Aaron Steinke (Wholesale)

Voting Members Absent: Doug Price (Tourism *ex officio*), Neil Jaquet (Grower), Jessica Davis (Colorado State University *ex officio*)

Opening

1. Bret Neal, Chair, called the meeting to order at 1:00 PM on Monday July 22, 2019.

Executive Session

2. Doug Kingman moved pursuant to 24-6-402(3)(a)(II) of the Colorado Revised Statutes, that the Colorado Wine Industry Development Board enter into executive session for the purpose of conferring with its attorney concerning pending court action and to receive legal advice from counsel on specific legal questions related to the operation of the CWIDB.
 - a. Guy Drew seconded.
 - b. The motion passed unanimously.
 - c. The CWIDB adjourned the regular meeting to enter executive session at 1:03 PM.

Agenda

3. Doug Kingman moved to approve the agenda as presented.
 - a. Guy Drew seconded.
 - b. The motion passed unanimously.
 - c. The agenda as presented was adopted.

CWIDB Operating Procedures Review

4. Doug Caskey asked if the Board would like to make a motion regarding Board Compliance Documents.
 - a. No action was taken
 - b. Kyle Schlachter presented a "cheat sheet" for Robert's Rules of Order to the Board.

Policy Response to SB19-142 regarding promotion of hard cider

5. Doug Caskey asked if the Board would provide direction on how to respond to SB19-142
 - a. Doug Kingman moved to have the CWIDB no longer promote Cider as of September 1, 2019.
 - i. Jeff Knight seconded.

- ii. Doug Kingman withdrew his motion.
- b. Doug Kingman moved that CWIDB restrict cider from being promoted on ColoradoWine.com, the Colorado Wine Brochure, the Governor's Cup Competition, and/or any other CWIDB promotional activity.
 - i. Aaron Steinke seconded.
 - ii. Doug Kingman amended the motion to add "effective September 1, 2019" to the main motion.
 - 1. Aaron Steinke seconded.
 - 2. The amendment passed.
 - iii. The motion passed unanimously.
 - iv. CWIDB will no longer promote hard cider.

Presentation of 2019 Consumer Survey

- 6. Barb Gasper presented the findings from the 2019 Consumer Survey.
 - a. Doug Kingman moved to refer to the Strategic Planning committee on how to address results of Consumer Survey.
 - i. Kevin Webber seconded.
 - ii. Motion passed unanimously.
 - iii. The Strategic Planning Committee will address the results of the Consumer Survey.

Review of CWIDB Vision, Mission and Strategic Goals

- 7. Kyle Schlachter presented the draft of the Strategic Plan.
 - a. Doug Kingman moved to refer the discussion of a Colorado style or varietal identity to the Marketing Committee
 - i. Kevin Webber seconded.
 - ii. Motion passed unanimously
 - iii. Marketing Committee will discuss the idea of a potential Colorado style or varietal identity.
 - b. Guy Drew moved to have CWIDB submit samples of all Gold medal-winning wines to a laboratory for analysis to provide to the industry.
 - i. Max Ariza seconded.
 - ii. Doug Kingman moved to table discussion.
 - 1. Jeff Knight Seconded
 - 2. Motion passed unanimously.
 - 3. The discussion will be tabled.

Adjourn

- 8. Doug Kingman moved to adjourn the meeting until Tuesday at 9 am.
 - a. Jeff Knight seconded.
 - b. Motion passed unanimously.
 - c. The meeting will resume on Tuesday morning at 9 am.

Tuesday, July 23, 2019
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Colorado State University Staff Attending in Person: Dr. Horst Caspari (CSU), Miranda Ulmer (CSU)

Voting Members Attending in Person: Bret Neal (Chair - Grand Valley AVA winery), Tom Bueb (At-large Winery), Kevin Webber (Retail), Doug Kingman (Front Range winery), Candice Mohr (At-large Winery), Max Ariza (Public *ex officio*), Guy Drew (western slope winery), Jeff Knight (wholesale), Aaron Steinke (Wholesale)

Guests Attending via Phone: Matt Neren (Cultivator), Megan Haeffele (Cultivator) Courtney Lis (VocaPR), Ali Chiafery (VocaPR), Rachael Pecka (Explore Communications)

Guests Attending via Phone: Cassidee Shull (CAVE)

Voting Members Absent: Doug Price (Tourism *ex officio*), Neil Jaquet (Grower), Jessica Davis (Colorado State University *ex officio*)

Opening

9. Bret Neal, Chair, reopened the meeting to order at 9:08 PM on Tuesday July 22, 2019.

Agenda

10. Doug Kingman moved to approve the agenda as presented.
 - a. Guy Drew seconded.
 - b. The motion passed unanimously.
 - c. The agenda as presented was adopted.

Treasurer's Report

11. Presentation on CWIDB finances by Doug Caskey.
 - a. FY 2019 Financial status
 - i. Positive Fund position of \$242,000.
 - ii. FY19 Revenues from wine development fee of ~\$806,000.
 - iii. FY19 Expenditures of ~\$742,000.

Minutes

12. Doug Kingman moved to approve the meeting minutes from May 20, 2019.
 - a. Guy Drew seconded.
 - b. The motion passed unanimously.
 - c. The minutes from the May 20, 2019 meeting were approved.

Marketing Committee Update

13. Doug Caskey introduced the marketing contractors recent activities.
 - a. Rachael Pecka, Explore Communications, presented on Billboards and Social Advertising
 - b. Megan Haeffele, Cultivator, presented website analytics
 - c. Courtney Lis and Ali Chiafery, VocaPR, presented a public relations update
 - d. Matt Neren, Cultivator, presented the updated logo incorporating the new state logo and brochure updates
 - e. Doug Caskey presented CTO Statewide Marketing Grant opportunities including:
 - i. New photography
 - ii. Welcome Center interactive installations

- iii. CO Liquid Arts ad campaign with beer, cider and spirits
- iv. Doug Kingman moved to apply for the grant for new photography
 - 1. Jeff Knight seconded
 - 2. Motion passed unanimously.
 - 3. Staff will apply for CTO Statewide Marketing Grant in order to obtain new photography

Legislative and Regulatory update

- 14. Doug Caskey presented legislative and regulatory updates
 - a. Update on Sales Tax Collection - VIno Shipper considering updating their process
 - b. LED rulemaking working group update:
 - i. Value of labor emergency rule changes: no limit on # days/week.
 - ii. Increased scrutiny on limit of 4 tastings per customer for in-store tastings.
 - iii. Are retailers requesting in-store giveaways, such as sunglasses, t-shirts, glasses, etc.?
 - iv. Increased use of tribal IDs seen by retailers.
 - c. Doug Caskey presented possible legislation for the 2020 session including:
 - i. Allowing manufacturing licensees to include non-contiguous premises in their licenses
 - ii. Limited wineries can ship other wineries' products DtC
 - iii. Vintners Restaurants
 - 1. can ship wine or participate in festivals
 - 2. can use an APLP
 - 3. include Vintner's Restaurants in the labeling requirements for wineries, CRS 44-3-403 (3)
 - iv. Reinforcing culinary minor student tasting exemption
 - v. No legislative action
 - vi. Guy Drew moved to recommend allowing manufacturing licensees to include non-contiguous premises in their licenses to the commissioner of Agriculture for legislative action
 - 1. Doug Kingman seconded.
 - 2. Motion passed unanimously.
 - 3. Staff will discuss with the Commissioner's office
 - vii. Jeff Knight moved to recommend allowing limited wineries to ship other limited wineries' products Direct to Consumer to the Commissioner of Agriculture
 - 1. Guy Drew seconded
 - 2. Motion passed unanimously.
 - 3. Staff will discuss options with Commissioner's office.
 - d. TTB notices
 - i. Notice 176
 - ii. Notice 182

Colorado State University update

- 15. Dr. Horst Caspari presented his annual report.
 - a. Growing conditions
 - i. The mild winter of 2017/2018 in Western Colorado resulted in no or minimal bud damage.
 - ii. All of the 48 varieties grown in the research vineyards produced a crop.
 - iii. Data from the 2018 Colorado Grape Grower Survey indicate that the 2018 harvest was by far the largest on record in Colorado.
 - iv. Mean temperatures for early 2019 (January, February and March) were below average with above average precipitation.
 - v. The cool temperatures in May 2019 resulted in rather slow vine development which, compounded by the late bud break, resulted in a late bloom.
 - b. Phylloxera
 - i. One more vineyard in the Grand Valley tested positive for phylloxera (*Daktulosphaira vitifoliae*), bringing the total to 15 positive sites in the Grand Valley.
 - ii. State-wide, phylloxera has now been found in 21 vineyards (15 in Mesa County, 3 in Delta County, 1 in Montrose County, and 2 in Front Range vineyards).
 - c. Research Projects
 - i. Grape varieties and clones suited to Colorado temperature conditions
 - 1. Multi-state evaluation of wine grape cultivars and clones

2. Variety evaluation for Front Range locations, Fort Collins
3. Cold-hardy, resistant varieties for the Grand Valley
- ii. Cold temperature injury mitigation and avoidance
 1. Characterizing cold hardiness
- iii. Mitigating damage from grape phylloxera
 1. 2009 Rootstock trial with Viognier
 2. Inter-planting of grafted vines
 3. Develop planting and maintenance practices for grafted vines that reduce management costs and vine losses due to cold temperature damage to the graft union
 4. 2017 & 2018 Rootstock trial with Cabernet Sauvignon
 5. 2019 Rootstock trial with Souzao in a challenging soil
- iv. Identifying areas suitable for expanded wine grape production
 1. Colorado microclimates suitable for wine grape production
 - a. Montezuma County
 - b. Fremont County
- v. Development of Integrated Wine Grape Production
 1. Vineyard floor management - soil health, fertility, and water requirements
 2. Vineyard floor management – evaluation of low-growing grass cultivars
- d. Engagement/Outreach/Communication activities
 - i. Field demonstrations/workshops/tours
 - ii. Off-station research and demonstration plots
 - iii. Colorado Wine Grower Survey

Viticulture Extension Specialist update

16. Miranda Ulmer introduced herself to the Board.
 - a. Started working in June
 - b. Moved to Grand Junction in July
 - c. First endeavor was 2019 Colorado Viticulture Survey
 - i. Ran 7/5 - 7/23
 - ii. 111 responses
 - d. Upcoming brown bag seminar at Rogers Mesa Station, August 1, 2019
 - e. CAVE social August 29, 2019 at CSU Western Campus
 - f. Leafhopper fact sheet

Future Research funding questions

17. Doug Caskey posed two questions about future funding of various positions.
 - a. Permanent funding ideas for Viticulture Extension Specialist
 - b. State Enologist position

Staff Report

18. Doug Caskey presented staff update
 - a. Possible research on Volatile Organic Compound drift from hemp to grapes and potential grape taint
 - b. Colorado Manufacturing Awards Winery of the Year presentation and selection criteria

CAVE Update

19. Cassidee Shull updated the Board on CAVE activities.
 - a. CAVE quarterly meet-ups.
 - i. August 27 - Bonacquisti
 - ii. August 28 - Stoney Mesa
 - iii. August 29 - CSU Western Campus
 - b. 11 tickets remain for WineFest

Public Comment

20. No public comment.

New Business

21. No new business

Next Meeting

22. Doug Caskey mentioned future tentative dates:
 - a. Thursday, October 3, 9 AM: teleconference
 - b. Thursday, November 6, 9 AM: teleconference
 - c. Thursday, December 5, 9 AM: teleconference
 - d. Sunday, January 19, 10 AM: Grand Junction, in person

Adjournment

23. The agenda was complete and the meeting was adjourned at 12:56 pm.

New Business

21. No new business

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MINUTES APPROVED

12/22/19

Greg Drew