



## COLORADO WINE INDUSTRY DEVELOPMENT BOARD

305 Interlocken Pkwy, Broomfield, Colorado 80021  
303.869.9177 / Fax: 303.466.8515 / WWW.COLORADOWINE.COM

# COLORADO WINE INDUSTRY DEVELOPMENT BOARD CONFERENCE CALL MEETING

NOVEMBER 7, 2019

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### Opening

1. Bret Neal, Chair, called the meeting to order at 9:04 AM on Thursday November 7, 2019.

### Introduction of those present

**CWIDB Staff Attending via Phone:** Doug Caskey (executive director), Kyle Schlachter (marketing coordinator);

**Colorado State University Staff Attending via Phone:** Miranda Ulmer (CSU), Dr. Horst Caspari (CSU), Dr. Stephen Menke

**Voting Members Attending via Phone:** Bret Neal (Chair - Grand Valley AVA winery), Kevin Webber (Retail), Candice Mohr (At-large Winery), Max Ariza (Public *ex officio*), Guy Drew (western slope winery), Tom Bueb (At-large Winery), Aaron Steinke (Wholesale)

**Guests attending via Phone:** Cassidee Shull (CAVE), Scott Koehler (CDA), Jill Schnathorst (CDA)

**Voting Members Absent:** Jessica Davis (Colorado State University *ex officio*), Doug Kingman (Front Range winery), Jeff Knight (wholesale), Doug Price (Tourism *ex officio*), Neil Jaquet (Grower)

### Agenda

2. Max Ariza moved to approve the agenda without the executive session.
  - a. Kevin Webber seconded.
  - b. The motion passed unanimously.
  - c. The agenda as amended was adopted.

### Approval of Minutes

3. Kevin Webber moved to approve the Minutes from the October 3, 2019 conference call
  - a. Tom Bueb seconded.
  - b. The motion passed unanimously.
  - c. The minutes from the October 3, 2019 meeting were approved.

### Executive Session

4. Removed from agenda.

### General Business

5. Doug Caskey presented consideration of updates to the CWIDB Operating Procedures Manual concerning:
  - a. quorum for meetings set at 5 voting members
  - b. AG's opinion on board hiring authority
  - c. Executive Branch coordination of legislative positions
  - d. Candice Mohr moved to approve the recommended changes to the Operating Procedures Manual.
    - i. Jessica seconded.
    - ii. The motion passed unanimously.
    - iii. The Operating Procedures Manual will be amended to reflect the changes.

### Treasurer's Report

6. Doug Caskey presented treasurer's report
  - a. FY 2020 looking good. Should exceed \$800,000.
  - b. Presentation from Jill Schnathorst and Scott Koehler, CDA CFO and Controller, suggesting to target three months operating expenditures for cash reserve

### Committee Reports

7. Bret Neal requested Committee Reports
  - a. Doug Caskey presented Legislative and Biz Development Committee discussions
    - i. Review of issues surrounding allowing wineries to ship DtC any wine made in Colorado.
    - ii. CAVE surveyed members on non-contiguous licensed premises bill
    - iii. Other matters
  - b. Doug Caskey presented Marketing Update
    - i. Cultivator branding update project: This is CO Wine
    - ii. VOCA PR slides
    - iii. Did not get CTO Statewide Marketing Grant
    - iv. No new information about acquisition of Ivancie Cellars 1968 Cab

- Sauv for History Colorado display
- v. Candice Mohr suggested inquiring about sponsorship with KUNC
- vi. Working with Bart Taylor on Winery of the Year process with CO Manufacturing Awards
- c. No update on Strategic Planning Committee response to consumer survey issues

#### Colorado State University update

- 8. Bret Neal requested updates from CSU staff
  - a. Miranda Ulmer updated board on Extension Specialist involvement with Wine Roadshow
  - b. Viticulture update
  - c. Research discussion: Future Research funding questions
    - i. Permanent funding ideas for Viticulture Extension Specialist
    - ii. State Enologist position

#### Staff Report

- 9. Staff Update
  - a. Max Ariza moved to have CWIDB Reimburse CAVE \$1500 for trademark claim to CAVE
    - i. Candice Mohr seconded
    - ii. Motion passed unanimously
    - iii. CWIDB will reimburse CAVE \$1500

#### Colorado Association for Viticulture and Enology Update

- 10. CAVE Update
  - a. Candice Mohr moved to approve \$10,000 VinCO sponsorship request
    - i. Max Ariza seconded.
    - ii. Max Ariza moved to amend amount to \$5,000 from \$10,000.
      - 1. Kevin Webber seconded.
      - 2. Amendment passed unanimously.
      - 3. Motion is amended.
    - iii. Motion passed unanimously.
    - iv. Motion as amended to sponsor VinCO was approved.

#### Public Comments

- 11. Public comments

- a. Greg Peterson from the Colorado Ag Water Alliance made a presentation

New Business

12. There was no new Business

Next Meeting Dates

13. Doug Caskey mentioned future conference call dates.

- a. Thursday, December 5, 9 AM: teleconference
- b. Grand Junction, in person:
  - i. Either Monday, January 20, 8:30 AM to 1 PM with breakfast and lunch or on Sunday, January 19, starting at 10 AM.
  - ii. Lodging available for Sunday night, Jan. 19.
- c. Thursday, February 6 or March 5, 9 AM: teleconference

Adjournment

14. The agenda was complete and the meeting was adjourned at 11:50 am.

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MINUTES APPROVED 12/10/19  
Guy Dean