



Thursday, October 3, 2019  
Colorado Wine Industry Development Board Meeting  
Conference Call

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

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

**Voting Members Attending via Phone:** Kevin Webber (Retail), Doug Kingman (Front Range winery), Tom Bueb (At-large Winery), Neil Jaquet (Grower), Candice Mohr (At-large Winery), Jeff Knight (wholesale), Doug Price (Tourism *ex officio*), Bret Neal (Chair - Grand Valley AVA winery)

**Guests attending via Phone:** Cassidee Shull (CAVE)

**Voting Members Absent:** Max Ariza (Public *ex officio*), Guy Drew (western slope winery), Jessica Davis (Colorado State University *ex officio*), Aaron Steinke (Wholesale)

Opening

1. Tom Bueb, Vice Chair, called the meeting to order at 9:15 AM on Thursday October 3, 2019.

Agenda

2. Doug Kingman moved to approve the agenda without the executive session.
  - a. Neil Jaquet seconded.
  - b. The motion passed unanimously.
  - c. The agenda as presented was adopted.

Minutes

3. Doug Kingman moved to approve the meeting minutes from July 22-23, 2019.
  - a. Jeff Knight seconded.
  - b. The motion passed unanimously.
  - c. The minutes from the July 22-23, 2019 meeting were approved.

Treasurer's Report

4. Presentation on CWIDB finances by Doug Caskey.
  - a. FY 2019 Financial status
    - i. Deferred revenue from FY19 to FY20: \$115,000
    - ii. FY19 expenditures \$738,000
    - iii. Fund balance of \$167,000

Legislative and Regulatory update

5. Doug Caskey presented legislative and regulatory updates
  - a. Recommend two legislative actions to Commissioner Greenberg
    - i. Allow non-contiguous premises. As the recommendation from the CWIDB came too late to be considered by the Governor's Office, this proposal will go to the CAVE Board for

- consideration.
- ii. Allow Colorado limited wineries to ship other Colorado wineries' wines
  - 1. Jeff Knight moved to table discussion on the proposed shipping bill
    - a. Neil Jaquet seconded
    - b. The motion passed unanimously
  - 2. Discussion on proposed shipping legislation delayed until further information is gathered

Marketing Committee Update

- 6. Doug Kingman introduced Matt Neren from Cultivator.
  - a. Matt Neren, Cultivator, presented the updated campaign incorporating the new theme of "This is CO Wine."
    - i. Objectives of new campaign are:
      - 1. Refresh the brand image
      - 2. Appeal to a younger demographic
      - 3. Represent the range of the 150+ wineries
      - 4. Increase quality perception
      - 5. Drive people to where they can try Colorado Wine (tasting rooms)
    - ii. Logo revision to match new state logo lock-up
    - iii. Brochure status
      - 1. Done and distributed.
      - 2. Montrose/Delta map page is misnumbered
    - iv. CTO Statewide Marketing Grant
      - 1. report for 2019
      - 2. application for 2020 submitted for ew photography in four regions
    - v. Doug Caskey inquired about possible acquisition of Ivancie Cellars 1968 Cab Sauv for History Colorado display sponsorship of KUNC
      - 1. Direction to continue gathering information about potential acquisition
    - vi. Winery of the Year process with CO Manufacturing Awards

Colorado State University update

- 7. Miranda Ulmer presented 2019 Viticulture Survey results.
  - a. Good results with respondents from all over state
- 8. Research discussion: Future Research funding questions
  - a. Permanent funding ideas for Viticulture Extension Specialist
  - b. Possibility of funding State Enologist position

CAVE Update

- 9. Cassidee Shull updated the Board on CAVE activities.
  - a. WineFest was a success
    - i. Governor Polis attended
    - ii. Attorney General Weiser attended
  - b. Requested \$10,000 VinCO sponsorship

Public Comment

- 10. No public comment.

New Business

- 11. No new business

Next Meeting

- 12. Doug Caskey mentioned future conference call dates.

Adjournment

13. The agenda was complete and the meeting was adjourned at 11:33 am.

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CWIDB Regular Meeting, October 3, 2019

page 2 of 3

MINUTES APPROVED  
11/9/19

*Amy Drew*