



COLORADO WINE INDUSTRY DEVELOPMENT BOARD
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COLORADO WINE INDUSTRY DEVELOPMENT BOARD

MEETING MINUTES

CONFERENCE CALL

DECEMBER 5, 2019

Opening

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

Introduction of those present

2. Bret Neal asked for those attending to introduce themselves.

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

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

Voting Members Attending via Phone: Bret Neal (Chair - Grand Valley AVA winery), Candice Mohr (At-large Winery), Tom Bueb (At-large Winery), Jessica Davis (Colorado State University *ex officio*), Jeff Knight (wholesale), Kevin Webber (Retail), Neil Jaquet (Grower)

Guests attending via Phone: Cassidee Shull (CAVE), Bart Taylor (CompanyWeek), Matt Neren and Megan Haeffele (Cultivator), Rachael Pecka (Explore), Courtney Lis (VOCA PR)

Voting Members Absent: Doug Kingman (Front Range winery), Max Ariza (Public *ex officio*), Guy Drew (western slope winery), Doug Price (Tourism *ex officio*), Aaron Steinke (Wholesale)

Agenda

3. Neil Jaquet moved to approve the agenda.
 - a. Jeff Knight seconded.
 - b. The motion passed unanimously.
 - c. The agenda was adopted.

Approval of Minutes

4. Jessica Davis moved to approve the Minutes from the November 7, 2019 conference call

- a. Jeff Knight seconded.
- b. The motion passed unanimously.
- c. The minutes from the November 7, 2019 meeting were approved.

Treasurer's Report

5. Doug Caskey presented treasurer's report
 - a. FY 2020 revenues are down slightly ytd, but November not closed yet.
 - b. Marketing at 52% of spending
 - c. Quality and research at 21%, but missing several invoices from CSU.

Next Meeting Dates

6. Doug Caskey inquired about availability of directors for future meeting dates
 - a. Consensus of those present was to continue monthly conference calls on the first Thursday of most months.
 - b. January in person meeting will be in Grand Junction on Sunday, Jan. 19, 2020 beginning at 1 PM before VinCO.

Committee Reports

7. Bret Neal requested Committee Reports
 - a. Legislative and Biz Development Committee (Mohr)
 - i. Tabled proposal to ship other wineries' products
 - ii. Cassidee Shull mentioned that the non-contiguous premises bill is not moving forward via CAVE for the 2020 Legislative Session.
 - b. Marketing Update
 - i. Bart Taylor provided a background on the CO Manufacturing Awards and the addition of a Winery of the Year award.
 - ii. Cultivator
 1. Website traffic up during paid digital ad placement
 2. branding update project: This is CO Wine
 - iii. Explore Communications media buying options
 1. \$65K Gross
 2. Two media tactic recommendations, both include primarily targeted digital ads, plus ads in strategic CTO Welcome Centers, plus
 - a. Option 1: Billboards
 - b. Option 2: CPR, CTO Print, Niche Print and Social Media

3. Neil Jaquet moved to approve option two.
 - a. Kevin Webber seconded.
 - b. The motion passed unanimously.
 - c. Explore Communications will move forward with Option two.
- iv. Courtney Lis presented the VOCA PR update
- v. CO Uncorked report
 1. 2019 event revenue = \$31,280
 2. 2019 event expenditures = \$36,551
 3. Neil Jaquet moved to add \$1,000 donation to History Colorado to expenditures
 - a. Jeff Knight seconded.
 - b. Motion passed unanimously.
 - c. CWDIB will donate \$1,000 to History Colorado.
 4. Jeff Knight moved to approve budget placeholder for Colorado Uncorked in 2020
 - a. Candice Mohr seconded.
 - b. Jeff Knight moved to amend the motion to approve the Governor's Cup Competition and Colorado Uncorked with tentative dates of:
 - i. Governor's Cup: August 21-23, 2020
 - ii. CO Uncorked at History Colorado: November 13, 2020
 - iii. The amendment passed unanimously.
 - iv. The motion was amended
 - c. The motion passed unanimously.
 - d. Staff will proceed with planning the 2020 Governor's Cup Competition and Colorado Uncorked.
- vi. Doug Caskey mentioned he had no new information on the acquisition of Ivancie Cellars 1968 Cab Sauv for History Colorado display

Colorado State University update

8. Bret Neal requested updates from CSU staff
 - a. Miranda Ulmer updated board on Extension Specialist

- i. Preparing for VinCO presentations
 - ii. Planning workshop in Canon City in March/April and coordinating with pruning workshop.
- b. Horst Caspari provided a viticulture program update.
 - i. New phylloxera-infected vineyard confirmed.
 - ii. Dr. Menke back in Arizona until January.
- c. Doug Caskey mentioned future research funding questions regarding Extension Specialist and Enologist positions still remain.

Staff Report

- 9. Doug Caskey presented staff update
 - a. WineAmerica is planning on meeting in Palisade fall 2020.
 - b. Neil Jaquet moved to approve a sponsorship of \$500 to WineAmerica.
 - i. Jeff Knight seconded.
 - ii. Motion approved unanimously.

Colorado Association for Viticulture and Enology Update

- 10. Cassidee Shull provided CAVE Update.
 - a. CWIDB board members will have complimentary tickets to VinCO
 - b. CO Mountain WineFest tickets went on sale for Black Friday.
 - c. CAVE board elections currently underway. Results announced in January.
 - d. Awards of excellence nominations open.
 - e. CAVE quarterly meet-ups next week.

Public Comments

- 11. No Public comments

New Business

- 12. Neil Jaquet asked the Board to consider the Sparkling wine project for future grant opportunities.

Adjournment

- 13. The agenda was complete and the meeting was adjourned at 11:23 am.

Approved Guy Drew 2/25/2020

