



COLORADO WINE INDUSTRY DEVELOPMENT BOARD

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COLORADO WINE INDUSTRY DEVELOPMENT BOARD MEETING MINUTES

CSU WESTERN CAMPUS, ORCHARD MESA

JANUARY 19, 2020

Opening

1. Bret Neal, Chair, called the meeting to order at 1:04 PM on Sunday January 19, 2020.

Introduction of those present

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

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

Colorado State University Staff Attending in Person: Miranda Ulmer (CSU Extension), Dr. Horst Caspari (CSU), Dr. Steve Menke (CSU)

Voting Members Attending in Person: Bret Neal (Chair - Grand Valley AVA winery), Candice Mohr (At-large Winery), Tom Bueb (At-large Winery), Jessica Davis (Colorado State University *ex officio*), Doug Kingman (Front Range winery), Aaron Steinke (Wholesale), Max Ariza (Public *ex officio*)

Voting Members Attending via Phone: Kevin Webber (Retail), Neil Jaquet (Grower), Guy Drew (western slope winery)

Guests attending in Person: Cassidee Shull (CAVE), Matt Walter (DU student), Ulla Merz (BookCliff Vineyards)

Voting Members Absent: Jeff Knight (wholesale), Doug Price (Tourism *ex officio*)

Agenda

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

Approval of Minutes

4. Guy Drew moved to approve the Minutes from the December 5, 2019 conference call
 - a. Tom Bueb seconded.
 - b. The motion passed unanimously.

- c. The minutes from the December 5, 2019 meeting were approved.

Treasurer's Report

5. Doug Caskey presented treasurer's report
 - a. FY 2020 operating cash up 9% year over year.
 - b. Encumbrances still high because of outstanding CSU invoices.
 - c. December and November revenues were down slightly from the previous years.
 - d. Produce fee down ~30% from previous years.

Committee Reports

6. Bret Neal requested Committee Reports
 - a. Doug Caskey reported for Legislative and Biz Development Committee
 - i. HB20-1055: allows Vintner's Restaurants to manufacture on APLP
 - ii. SB20-110: raises the limits on fines for violations to between \$500 and \$100,000, equivalent to 20% of licensee's gross revenues for the proposed period of suspension
 1. Max Ariza suggested considering a campaign to reduce alcohol sale to minors violations
 - iii. SB20-053: Concerning the ability of a retail liquor store licensee to obtain additional retail liquor store licenses.
 - b. Doug Caskey reported on the Marketing Committee
 - i. Adoption of Explore's media buy proposal
 1. \$55,000 gross budget including Explore's fees
 2. May-June 2020
 3. Focus on Colorado
 4. Three options which exclude billboards.
 - a. Denver International Airport, Programmatic Digital, 4 Weeks Colorado Public Radio, One Thirst Colorado insertion, Four weeks paid social (\$58,000)
 - b. Denver International Airport, Programmatic Digital, Custom Wine Enthusiast Eblast, One Thirst Colorado insertion (\$54,000)
 - c. Denver International Airport, Programmatic Digital, Wine Enthusiast content marketing and targeted keyword campaign, One Thirst Colorado insertion (\$54,000)

- d. Doug Kingman moved to select option B.
 - i. Tom Bueb seconded.
 - ii. The motion failed unanimously.
 - iii. The CWIDB will not adopt option
- e. Doug Kingman moved to select option A.
 - i. Candice Mohr seconded.
 - ii. Candice Mohr moved to amend the motion to remove the Thirst Colorado insertion and add KUNC (Greeley) radio spots.
 - 1. Max Ariza seconded.
 - 2. Motion to amend passed unanimously.
 - 3. The motion will be amended.
 - iii. The motion as amended passed unanimously.
 - iv. Staff will direct Explore Communications to pursue option A, but replace Thirst Colorado with KUNC radio spots.
- ii. Doug Caskey presented VOCA PR recap slideshow
- iii. Doug Caskey updated the Board on “This is Colorado” campaign refocus
 - 1. Objectives
 - a. refresh brand image
 - b. appeal to younger demographic
 - c. represent the range of the 150+ wineries
 - d. increase perception of quality
 - e. drive people to tasting rooms
 - 2. Kyle Schlachter sent a request to wineries for photograph assets.
 - 3. Doug Caskey requested permission to redirect \$10,000 from Cultivator budget line for “promotional event” to photography?
 - a. Doug Kingman moved to approve redirecting \$10,000 from creating a promotional event to photography.
 - i. Tom Bueb seconded.
 - ii. Motion passed 10-1 with Max Ariza voting

against.

- iii. Doug Caskey will direct Cultivator to redirect \$10,000 from creating a promotional event to photography.
- iv. Doug Caskey reported on the Colorado Camp proposal to expand the reach of a media trip
- v. Does the CWIDB want to apply for a Specialty Crop Block Grant (SCBG)? Concept paper due Feb. 3. Potential ideas include:
 - 1. Hemp VOC drift study
 - 2. on-line sales portal for RLS or LLDS partner
 - 3. others?
- vi. Doug Caskey presented the idea of a winery survey of what they would like for marketing support
- vii. Winery tables at Eat Colorado Food Show, \$200 ea.
- c. No report from the Quality Committee
- d. No report from the Strategic Planning Committee

Colorado State University update

7. Bret Neal requested updates from CSU staff

- a. Miranda Ulmer updated board on Extension Specialist
 - i. Preparing for VinCO presentations with Jenne Baldwin-Eaton
 - ii. Planning workshop in Cañon City in March/April and coordinating with pruning workshop.
 - iii. Seminar on pruning weights.
 - iv. Currently at 109 grower interactions.
- b. Horst Caspari provided a viticulture program update.
 - i. Semi-annual report
 - 1. Grape varieties and clones suited to Colorado temperature conditions
 - 2. Mitigating damage from grape phylloxera
 - 3. Cold temperature injury mitigation and avoidance
 - 4. Identifying areas suitable for expanded wine grape production
 - ii. Weather conditions affecting vineyard
 - 1. October 10 killing freeze

2. October 30/31 was a record cold event caused vineyard damage throughout the valley.
- c. Doug Caskey mentioned research discussion on future research funding questions
 - i. Report from meeting with CSU VP Blake Naughton
 - ii. Permanent funding ideas for Viticulture Extension Specialist
 - iii. State Enologist position

Staff Report

8. Doug Caskey presented staff update
 - a. Consideration of outsourcing responsible server trainings (TiPS) to Patrick Maroney
 - b. Doug invited to moderate a panel at Wine Tourism and Marketing Conference in Eugene, March 3-5. Board recommended Doug not spend the money to attend.

Colorado Association for Viticulture and Enology Update

9. Cassidee Shull provided CAVE Update.
 - a. Joint viticulture/research/education committee meeting
 - b. VinCO starts Monday January 20
 - c. CAVE board meeting Monday January 20
 - d. Winefest applications available March 2 at 9:00
 - e. Membership dues increase by 20%
 - f. Winefest poster art contest ongoing

Public Comments

10. Matt Walter introduced himself and stated he is interested in exploring policy changes in the industry in his academic studies.

New Business

11. Dr. Steve Menke mentioned that he has given Doug a list of potential enological research for the industry.
12. Dr. Horst Caspari mentioned he will be holding a sprayer calibration workshop on March 22 with Washington State University faculty.

Next Meeting Dates

13. Doug Caskey inquired about availability of directors for future meeting dates
 - a. Next conference call will be on March 5.

b. In person budget meeting in Broomfield on May 7.

Adjournment

14. The agenda was complete and the meeting was adjourned at 3:54 pm.

MINUTES APPROVED 5/12/20
Guy Dew