



COLORADO

**Wine Industry
Development Board**

305 Interlocken Pkwy. | Broomfield, CO 80021 | 303.869.9177/9178

MEETING MINUTES

CONFERENCE CALL

APRIL 2, 2020, 9:00 AM

Opening

1. Bret Neal, Chair, called the meeting to order at 9:02 PM on Thursday April 2, 2020.

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), Jordan Beezley (Commissioner's office);

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), Jeff Knight (wholesale), Doug Price (Tourism *ex officio*), Jessica Davis (Colorado State University *ex officio*), Kevin Webber (Retail), Tom Bueb (At-large Winery), Neil Jaquet (grower);

Guests attending via Phone: Cassidee Shull (CAVE), Stephanie Frasen (CAVE)

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

Agenda

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

Approval of Minutes

4. Jeff Knight moved to approve the Minutes from the March 5, 2020 conference call
 - a. Jessica Davis seconded.
 - b. The motion passed unanimously.
 - c. The minutes from the March 5, 2020 meeting were approved.

Treasurer's Report

5. Doug Caskey presented treasurer's report
 - a. March revenues were strong.

- b. Unknown what next few months will bring
- c. Saving money on consumer survey, social media spending, This Is Colorado media event

Committee Reports

6. Committee Reports

- a. Legislative and Business Development Committee (Mohr)
 - i. Legislature
 - 1. Still in recess
 - 2. CO Supreme Court ruled they can meet after May 5
 - ii. COVID-19 updates
- b. Marketing Update (Kingman)
 - i. Virtual tastings via Facebook Live initiated April 1
 - ii. Support CO wine t-shirts
- c. No updates from Quality or Strategic Planning committees

Colorado State University Update

7. Bret Neal requested updates from CSU staff

- a. Spotted Lanternfly notice being developed
- b. Miranda Ulmer updated board on Extension Specialist
 - i. Recent workshops had to be cancelled.
 - ii. Planning future webinars
- c. Dr. Horst Caspari provided a viticulture program update.
 - i. Average year in terms of vine development.
 - ii. Extent of cold damage is still undetermined
 - 1. -50% bud damage
 - 2. Expects to see some split trunks
 - 3. Late-ripening varieties will likely see very significant damage
- d. Dr. Horst Caspari provided research budget updates:
 - i. Four options ranging between \$183,000 - \$227,000

Staff Update

8. Doug Caskey and Kyle Schlachter presented staff update

MINUTES APPROVED 5/12/20
Amy Drew

- a. CDA is working remotely
- b. Jordan Beezley, CDA Legislative Liaison, is the point for interagency communications, generally
- c. Two Board member positions are ending June 30.
 - i. Tom Bueb can apply for a second term.
 - ii. Jeff Knight cannot apply for a second term; a new wholesale representative will be needed.
- d. Wine Enthusiast is scheduled to feature “Other U.S.” wines in the September issue.
 - i. Deadline for submissions is April 10.
 - ii. They have samples from earlier, but not enough to do a tasting so wineries need to send more wine in if they want Colorado reviews to continue.

Colorado Association for Viticulture and Enology Update

- 9. Cassidee Shull provided CAVE Update.
 - a. Stephanie Fransen mentioned that the legislature extended recess.
 - i. No idea when they will reconvene
 - ii. Must pass budget by July 1
 - b. Website for winery’s hours/promotion during pandemic.

Public Comments

10. No Public comments

New Business

11. No New Business

Next Meeting Dates

- 12. Doug Caskey suggested the next meeting dates
 - a. In person meeting, CDA, Broomfield, May 7
 - b. Conf Call June 4
 - c. Potential In-person meeting or retreat, possibly August 6-7; members seemed to prefer Glenwood Springs as the location.

Adjournment

13. The agenda was complete and the meeting was adjourned.