



COLORADO

**Wine Industry
Development Board**

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

MEETING MINUTES

CONFERENCE CALL

MARCH 5, 2020, 9:00 AM

Opening

1. Bret Neal, Chair, called the meeting to order at 9:02 PM on Thursday March 5, 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), Charles Kooyman (AG'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*), Doug Kingman (Front Range winery), Aaron Steinke (Wholesale), Kevin Webber (Retail), Guy Drew (western slope winery), Tom Bueb (At-large Winery), Neil Jaquet (grower);

Guests attending via Phone: Cassidee Shull (CAVE), Brandon Black (Mesa Park Vineyards);

Voting Members Absent: Max Ariza (Public *ex officio*)

Agenda

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

Executive Session

4. Doug Kingman moved at 9:05 am pursuant to 24-6-402(3)(a)(II) of the Colorado Revised Statutes, that the Colorado Wine Industry Development Board enter into executive session for the purpose of conferring with its attorney concerning pending court action and to receive legal advice from counsel on specific legal questions.
 - a. Jeff Knight seconded.

- b. The Motion passed unanimously.
- c. The Board entered into Executive Session and this portion of the meeting is closed to the general public.

Reconvening of the regular meeting

- 5. The Board reconvened the open meeting with the public at 9:27 am.

Approval of Minutes

- 6. Doug Kingman moved to approve the Minutes from the December 5, 2019 conference call
 - a. Guy Drew seconded.
 - b. The motion passed unanimously.
 - c. The minutes from the January 19, 2020 meeting were approved.

Treasurer's Report

- 7. Doug Caskey presented treasurer's report
 - a. Net position up 31%
 - b. Revenues are up slightly from the previous year's.
 - c. Produce fee down ~30% from previous years.

Committee Reports

- 8. Committee Reports
 - a. Legislative and Business Development Committee (Mohr)
 - i. Cassidee Shull notified the Board that CAVE Legislative Committee voted to oppose [HB20-1306](#) which will eliminate excise tax rebates and refunds.
 - ii. Doug Caskey asked if the Board wanted to consider a request to join WineAmerica's tariff opposition letter. The consensus was to not join WineAmerica's letter.
 - iii. Doug Caskey mentioned a potential opportunity with Tim Hanni, MW: [winebusinesseducation.com](#)
 - iv. Discussion with DOR re: produce tax is on hold again.
 - b. Marketing Update (Kingman)
 - i. Doug Caskey mentioned that we are waiting for a release to be able to use photography assets from wineries.
 - ii. Doug Caskey provided an update on "This is Colorado Wine Camp."
 - iii. Doug Caskey mentioned the nomination form for [Wine Business](#)

Monthly Industry Leader

Colorado State University Update

9. Bret Neal requested updates from CSU staff
 - a. Miranda Ulmer updated board on Extension Specialist
 - i. Pruning webinar went well with over 40 participants.
 - ii. Rogers Mesa brown bag seminar with Russ Schumacher, state climatologist.
 - iii. Rogers Mesa brown bag seminar on high-wire Pinot noir next week.
 - iv. Fremont county workshop in April
 - v. Created Colorado Grape Growers Facebook page with over 40 members.
 - b. Dr. Horst Caspari provided a viticulture program update.
 - i. Mild winter since October 10 killing freeze
 - ii. Starting to see first splitting of trunks and cordons
 - c. Doug Caskey provided an update on the consumer survey.
 - i. Streamlined to save money.
 - ii. Larger and more comprehensive survey will still be done every few years.

Staff Update

10. Doug Caskey and Kyle Schlachter presented staff update
 - a. 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.
 - b. Wine Spectator recently published an article and reviews of Colorado wines.
 - c. 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

11. Cassidee Shull provided CAVE Update.

- a. Upcoming quarterly meet-ups.
- b. Preparing membership satisfaction survey.
- c. Revamping website.

Public Comments

12. No Public comments

New Business

13. No New Business

Next Meeting Dates

14. Doug Caskey suggested the next meeting dates

- a. Conf Call April 2
- b. In person meeting, CDA, Broomfield, May 7
- c. Conf Call June 4
- d. Potential In-person meeting or retreat, possibly August 6-7; members seemed to prefer Glenwood Springs as the location.

Adjournment

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

MINUTES APPROVED 5/12/20
Guy Drew