



**COLORADO**

**Wine Industry  
Development Board**

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

## MEETING MINUTES

CONFERENCE CALL

MAY 7, 2020, 10:00 AM

### Opening

1. Bret Neal, Chair, called the meeting to order at 10:06 AM on Thursday May 7, 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), Chuck Kooyman (Attorney General'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), Doug Price (Tourism *ex officio*), Jessica Davis (Colorado State University *ex officio*), Kevin Webber (Retail), Tom Bueb (At-large Winery), Doug Kingman (Front Range winery), Aaron Steinke (Wholesale), Guy Drew (western slope winery)

**Guests attending via Phone:** Cassidee Shull (CAVE), Brandon Black (Mesa Park Vineyards), Matt Neren (Cultivator), Courtney Lis (VocaPR)

**Voting Members Absent:** Jeff Knight (wholesale), Neil Jaquet (grower), Max Ariza (Public *ex officio*),

### Agenda

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

### Executive Session

4. Doug Kingman moved pursuant to 24-6-402(3)(a)(II) of the Colorado Revised Statutes, the Colorado Wine Industry Development Board to enter into executive session for the purpose of conferring with its attorney to receive legal advice from counsel on specific legal questions related to pending litigation.
  - a. Jessica Davis seconded.
  - b. The motion passed unanimously.

- c. At 10:11 am the Board entered into Executive Session to confer with its attorney to receive legal advice regarding pending litigation with the following people in the session: Doug Caskey (executive director), Kyle Schlachter (marketing coordinator), Chuck Kooyman (Attorney General's office), Bret Neal (Chair - Grand Valley AVA winery), Candice Mohr (At-large Winery), Doug Price (Tourism *ex officio*), Jessica Davis (Colorado State University *ex officio*), Kevin Webber (Retail), Tom Bueb (At-large Winery), Doug Kingman (Front Range winery), Aaron Steinke (Wholesale), Guy Drew (western slope winery)
- d. The Board ended Executive Session at 10:30 am

#### Approval of Minutes

5. Guy Drew moved to approve the Minutes from the April 2, 2020 conference call
  - a. Doug Kingman seconded.
  - b. The motion passed unanimously.
  - c. The minutes from the April 2, 2020 meeting were approved.

#### Treasurer's Report

6. Doug Caskey presented the treasurer's report
  - a. March revenues were strong.
  - b. April revenues are strong and still not closed.
  - c. Unknown what next few months will bring.

#### Committee Reports

7. Bret Neal requested updates from the committees
  - a. Legislative and Biz Development Committee
    - i. Doug Caskey, Kyle Schlachter, and Cassidee Shull gave an update on the COVID-19 Best Practices working group for the craft beverage manufacturers they are participating in.
  - b. Marketing Update
    - i. Courtney Lis presented VOCA PR public relations update
    - ii. Matt Neren presented Cultivator web analytics and marketing updates
    - iii. Matt Neren presented on social media advertising strategy for May-June
    - iv. Branded masks to give to retailers and restaurants; sell at cost to wineries
      1. Kevin Webber moved to direct staff to spend approximately \$5000 on branded masks or bandanas to provide to wine

retailers

2. Jessica Davis seconded
  - a. Doug Kingman moved to amend the motion to produce bandanas only.
  - b. Tom Bueb seconded the amendment.
  - c. The motion to amend passed unanimously.
  - d. The main motion was amended.
3. The amended motion passed unanimously.
4. Staff will produce and distribute branded bandanas.
- v. Doug Caskey asked if there was interest in creating a coupon or rebate for purchase of CO wine? There was no interest.
- vi. Kyle Schlachter updated the Board on the idea of hosting a virtual “This Is CO Wine” Camp
- vii. Suggestions on Gov’s Cup judging scheduled for Aug. 21-23
  1. Doug Kingman moved to table discussion on this until the June 4 meeting
    - a. Kevin Webber seconded.
    - b. The motion passed unanimously.
    - c. Discussion will resume until June.

Colorado State University Update

8. Bret Neal requested updates from CSU staff
  - a. Miranda Ulmer presented and update on the Spotted Lanternfly
  - b. Miranda Ulmer presented Extension Specialist update
  - c. Viticulture Research program
    - i. Recommendation on FY2021 budget proposal from the Research Committee based on options presented by Dr. Caspari
      1. Doug Kingman moved to accept the proposal.
      2. Kevin Webber seconded.
      3. The motion passed unanimously.
      4. The viticulture research program base option proposal was approved.
    - ii. Dr. Caspari provided an update on the growing season
      1. Warm May

2. Flea beetles found in research center vineyard
3. No issues with powdery mildew due to lack of precipitation.
- d. Consumer Research study was conducted and results provided to the Board

#### Review of FY2021 Budget

9. Doug Caskey presented the proposed budget
  - a. Doug Kingman moved to approve the presented budget.
  - b. Kevin Webber seconded the motion.
  - c. The motion passed unanimously.
  - d. The FY 2020 budget was adopted.

#### Staff Update

10. Doug Caskey presented Staff Update
  - a. Board position openings:
    - i. Wholesale seat is open, and Jeff Knight is not eligible for reappointment.
    - ii. At-large winery is open, but Tom Bueb is eligible for reappointment.
  - b. New Boards application process by the Governor's Office.
    - i. Board review.
    - ii. Interview by Commissioner.
    - iii. Recommendation to Governor for appointment.

#### Colorado Association for Viticulture and Enology Update

11. Cassidee Shull provided CAVE Update.
  - a. CAVE Board meeting on May 11.
  - b. CAVE approved for a marketing grant to promote tourism.
  - c. Cassidee will be serving on the CTO Destination Development committee.

#### Public Comments

12. No Public comments

#### New Business

13. No New Business

#### Next Meeting Dates

14. Doug Caskey suggested the next meeting dates

a. Conference Call, June 4

b. Possible late July meeting to be set during June meeting. No in person meeting for August.

Adjournment

15. The agenda was complete and the meeting was adjourned at 1:04 pm.

MINUTES APPROVED  
Guy Dew SCL.  
6/17/20