



COLORADO WINE INDUSTRY DEVELOPMENT BOARD

305 Interlocken Pkwy, Broomfield, Colorado 80021
303.869.9177 / Fax: 303.466.8515 / WWW.COLORADOWINE.COM

COLORADO WINE INDUSTRY DEVELOPMENT BOARD SPECIAL MEETING MINUTES

CONFERENCE CALL

MAY 26, 2020

Opening

1. Bret Neal, Chair, called the meeting to order at 9:00 AM on Tuesday May 26, 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);

Colorado State University Staff Attending via Phone: Miranda Ulmer (CSU Extension)

Voting Members Attending via Phone: Bret Neal (Chair - Grand Valley AVA winery), Candice Mohr (At-large Winery), Tom Bueb (At-large Winery), Doug Kingman (Front Range winery), Aaron Steinke (Wholesale), Max Ariza (Public *ex officio*), Kevin Webber (Retail), Neil Jaquet (Grower), Guy Drew (western slope winery)

Guests attending via Phone: Cassidee Shull (CAVE)

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

Agenda

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

Staff Report

4. Doug Caskey presented promotional giveaway proposal developed by staff and Cultivator
 - a. Provide "CO Wine Lover" swag bags to give to wineries to give to customers whose purchase exceeds a threshold (6 bottles seems to be the ideal amount)
 - b. Items would include a bag, a CO wine sticker, a branded corkscrew and a branded stainless steel tumbler.

- c. Only 5 wineries answered a survey and they all expressed interest in the program
- d. Doug Kingman moved to approve expenses related to this program.
 - i. Neil Jaquet seconded
 - ii. Doug Kingman moved to amend the motion to cap spending at \$10,000.
 - 1. Neil Jaquet seconded the motion to amend.
 - 2. The motion to amend passed unanimously.
 - 3. The main motion was amended to include the cap of \$10,000
 - iii. The amended motion passed unanimously.
 - iv. Staff and Cultivator will continue to develop the program.

Public Comments

- 5. No public comments

New Business

- 6. Doug Caskey mentioned the Governor's Executive Order D 2020-079 dated May 25, 2020 allowing restaurants and wineries that serve food to reopen on May 27th.
 - a. Guy Drew moved to direct the executive director to draft a letter to provide to wineries so that they may submit it to their local health department in order to consider opening winery tasting rooms without the food service requirement.
 - b. Kevin Webber seconded.
 - c. The motion passed unanimously.
 - d. Doug Caskey will draft a letter outlining those sentiments.

Next Meeting Dates

- 7. Doug Caskey inquired about availability of directors for future meeting dates
 - a. Next conference call will be on June 4 at 9 am.
 - b. Following conference call on July 30.

Adjournment

- 8. The agenda was complete and the meeting was adjourned at 10:08 am.

MINUTES APPROVED
Guy Drew Sec.
6/17/20