



## COLORADO WINE INDUSTRY DEVELOPMENT BOARD

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# COLORADO WINE INDUSTRY DEVELOPMENT BOARD REGULAR MEETING MINUTES

CONFERENCE CALL

JUNE 4, 2020

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### Opening

1. Bret Neal, Chair, called the meeting to order at 9:02 AM on Tuesday June 4, 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:** Dr. Horst Caspari (CSU Viticulturist), 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), Jessica Davis (CSU *ex officio*), Kevin Webber (Retail), Neil Jaquet (Grower), Doug Kingman (Front Range winery), Aaron Steinke (wholesaler)

**Guests attending via Phone:** Cassidee Shull (CAVE),

**Voting Members Absent:** Jeff Knight (wholesale), Max Ariza (Public *ex officio*), Doug Price (Tourism *ex officio*), Guy Drew (western slope winery)

### Agenda

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

### Approval of Minutes

4. Doug Kingman moved to approve the meeting minutes from the May 7, 2020 regular meeting.
  - a. Kevin Webber seconded
  - b. The motion passed unanimously.
  - c. The agenda was adopted.
5. Doug Kingman moved to approve the meeting minutes from the May 26, 2020

special meeting.

- a. Kevin Webber seconded
- b. The motion passed unanimously.
- c. The agenda was adopted.

#### Treasurer's Report

6. Doug Caskey presented the treasurer's report.
  - a. April revenues were strong.
  - b. Positive net position.

#### Committee Reports

7. Bret Neal requested updates from the committees
  - a. Legislative and Biz Development Committee
    - i. Doug Caskey reported that the letter CWIDB requested on May 26 is being reviewed by the Commissioner and Governor's office to see if it is appropriate and approved.
    - ii. No date yet to decide on when alcohol beverage businesses who do not operate like a restaurant may open.
    - iii. Doug Caskey presented comments from the administration:
      1. Michelle Stone-Principato, Liquor Enforcement Division director: "I reached out to the Governor's staff to see if there was a projected date for liquor licensees who are unable to coordinate with a food vendor. At this time there is no timeline. I would suggest these businesses really try to coordinate with a food vendor so they open for a limited number of seating indoor and outdoor dining spaces. They may also want to work with their local public health agency to ask for a variance, which ultimately would help their businesses in re-opening sooner."
      2. Jordan Beezley, CDA Policy Director: "If we as a state want to allow these things across the board we should be amending our Public Health Order ourselves not advocating for others to seek a variance from us."
  - b. Marketing Update
    - i. Doug Caskey presented an update on promotional package.
      1. Items should be available by end of June.
      2. Package includes bag, glass, corkscrew, stickers.
      3. Ordered enough for 30 wineries to have 10 packages.

- ii. Doug Caskey mentioned the branded masks will be available soon to provide to retailers and wineries.
- iii. Plans for Gov's Cup judging scheduled for Aug. 21-23 (Tabled from May 7)
  - 1. Doug Kingman moved to postpone the Governor's Cup judging and Colorado Uncorked into spring 2021.
    - a. Kevin Webber seconded.
    - b. The motion passed 6-1. Doug Kingman voted no.
    - c. The Governor's Cup judging and Colorado Uncorked event will be postponed into early 2021.
- c. Strategic Planning Committee
  - i. Bret Neal mentioned that the Board will revisit strategic planning documents in July and all Board members should read, review and suggest revisions to the Strategic Plan and the Annual Operational Plan before the July meeting.

#### Colorado State University Update

- 8. Bret Neal requested updates from CSU staff
  - a. Miranda Ulmer presented Extension Specialist update
  - b. Dr. Horst Caspari presented an update on the Viticulture Research program
    - i. Doug Caskey mentioned the option of partial funding for Volatile Organic Compounds (VOC) hemp drift study.
    - ii. Doug Kingman moved to budget \$5000 to study VOC drift from hemp fields.
      - 1. Motion died due to a lack of a second.
    - iii. Dr. Horst Caspari asked if the Board would like to revisit the viticulture program budget to include enologist or climatologist provisions given the updated revenue numbers?
      - 1. Neil Jaquet moved to amend the research budget to approve funding of the enology position.
        - a. Tom Bueb seconded the motion.
        - b. The motion passed unanimously.
        - c. The enology position will be added to the research program.

#### Staff Report

- 9. Kyle Schlachter and Doug Caskey provided staff update

- a. Wine Enthusiast reviews in August issue released
  - i. 38 wines reviewed
  - ii. Average score of 86.6, range of 81-91, with 7 90+ scores
- b. Doug Caskey mentioned new board positions
  - i. Commissioner will interview applicants of the next few days
  - ii. New wholesale position has one applicant.

Colorado Association for Viticulture and Enology Update

10. Cassidee Shull provided CAVE Update.

- a. CAVE planning on virtual educational tasting series aimed at consumers.

Public Comments

11. No public comments

New Business

12. No new business

Next Meeting Dates

13. Doug Caskey inquired about availability of directors for future meeting dates

- a. Next conference call will be on July 30.
- b. Following conference call tentatively on September 4.

Adjournment

14. The agenda was complete and the meeting was adjourned at 10:13 am.

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APPROVED 8/4/20  
Doug Drew