



COLORADO WINE INDUSTRY DEVELOPMENT BOARD
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COLORADO WINE INDUSTRY DEVELOPMENT BOARD REGULAR MEETING MINUTES

CONFERENCE CALL

JULY 30, 2020

Opening

1. Bret Neal, Chair, called the meeting to order at 9:06 AM on Thursday July 30, 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), Tom Lipetzky (Markets Division Director), Kate Greenberg (Commissioner of Agriculture);

Colorado State University Staff Attending via Phone: Dr. Horst Caspari (CSU Viticulturist), Dr. Steven Menke (enologist consultant), 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), Max Ariza (Public *ex officio*), Neil Jaquet (Grower), David Jenkins (wholesale), Doug Kingman (Front Range winery), Aaron Steinke (wholesaler);

Guests attending via Phone: Cassidee Shull (CAVE), Ulla Merz (CAVE);

Voting Members Absent: Doug Price (Tourism *ex officio*), Guy Drew (western slope winery),

Agenda

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

Executive Session

4. A lack of a quorum to enter into executive session the board will continue the agenda until a quorum is reached.

Approval of Minutes

5. Tom Bueb moved to approve the meeting minutes from the June 4, 2020 regular meeting.
 - a. Neil Jaquet seconded
 - b. The motion passed unanimously.
 - c. The agenda was adopted.

Treasurer's Report

6. Doug Caskey presented the treasurer's report.
 - a. Cash reserves up 24%.
 - b. Deferred \$120,000 of unspent revenue - will show up in 2021.
 - c. Total FY 2020 spending of \$743,000.
 - d. FY 2021 external appropriations of \$69,000 - increases approved budget by \$3,322 to \$816,869.20.
 - e. Neil Jaquet moved to amend the budget to reflect the increase.
 - i. Jessica Davis seconded the motion.
 - ii. Motion passed unanimously.
 - iii. The FY 2021 budget has been adjusted.

Executive Session

7. Neil Jaquet moved pursuant to 24-6-402(3)(a)(II) of the Colorado Revised Statutes, the Colorado Wine Industry Development Board 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 if necessary.
 - a. Doug Kingman seconded to motion to enter into executive session.
 - b. The motion passed unanimously.
 - c. The Board moved into executive session at 9:23 am. Executive session is closed to the public.
 - d. Executive session ended at 9:38 am. The meeting moved back into open session.

Commissioner of Agriculture Update

8. Commissioner Kate Greenberg updated the Board on the CDA 20-21 Performance Plan.

Committee Reports

9. Bret Neal requested updates from the committees

- a. Long-Term Strategic Planning Committee
 - i. Doug Caskey presented the revised Strategic Plan document with changes recommended by the committees.
 - ii. Bret Neal suggested approval of the document be pushed until the next meeting to allow the Board to more fully review the document.
- b. Legislative and Business Development Committee
 - i. Doug Caskey reported on a request from a member of the LED working group, Steve Gould, government affairs representative for the Distillers' Guild, who has voiced opposition to Doug's participation on behalf of the wine industry. The Board did not think Doug should step back from that representation.
 - ii. Doug Caskey mentioned support for amending Reg. 47-322 (F) to allow defective product returns by retailers to be accepted after delivery.
 - iii. Doug Caskey presented Winegrape Growers of America membership for \$250.
 - 1. Neil Jaquet moved to have CWIDB join for one year.
 - a. Jessica Davis seconded the motion.
 - b. The motion passed unanimously.
 - c. The CWIDB will join for one year.
 - iv. Ulla Merz presented CAVE's legislative proposal to allow non-contiguous premises
 - 1. Doug Kingman moved that the CWIDB publish an endorsement of this legislation.
 - a. Candice Mohr seconded the motion.
 - b. Candice Mohr moved to amend the motion to add "pending CDA approval."
 - i. Doug Kingman seconded the amendment.
 - ii. The motion to amend passed unanimously.
 - iii. The motion is amended.
 - c. The motion as amended passed unanimously.
 - d. Doug Caskey will draft a letter of endorsement and seek CDA approval.
- c. Marketing Update
 - i. Doug Kingman discussed reaffirming the CWIDB taking a strategic

approach rather than a tactical approach to marketing per Marketing Committee discussion.

- ii. Doug Caskey presented Cultivator and VocaPR reports.
- iii. Doug Caskey presented an update on the giveaway promotional package.
 - 1. 29 wineries received 10 packages each.
 - 2. Huge success
 - 3. Requests to repeat the program.
- iv. Doug Caskey mentioned idea to hold judging in October
 - 1. Kevin Webber moved to hold judging in October.
 - a. Doug Kingman seconded.
 - b. The motion failed 2-6. Doug Kingman and Kevin Webber voted yes. Jessica Davis, Max Ariza, David Jenkins, Candice Mohr and Neil Jaquet voted no.
 - c. The Governor's Cup judging will remain postponed into 2021.
- v. Doug Caskey presented Cultivator's website maintenance options.
 - 1. Option 1: Background replacements on the current theme would cost approx. \$2,000 in dev fees, plus another probably \$1,000 in agency fees = \$3,000
 - 2. Option 2: Background replacements as part of a theme rebuild would be roughly half the cost. So, \$5,000 for the theme rebuild + \$1,000 in dev fees + \$2,000 in agency fees = \$8,000
 - 3. Doug Kingman moved to pursue Option 1.
 - a. Neil Jaquet seconded the motion.
 - b. Motion passed unanimously.
 - c. Doug Caskey will direct Cultivator to pursue Option 1
- vi. Doug Caskey presented questions of PR messaging.
 - 1. Do we advocate for in-person or virtual winery visits?
 - 2. What is the call to action for the harvest press release?
 - 3. Do we follow CTO advice advocating for drive-to travel?
 - 4. Doug Kingman moved to postpone discussion until next meeting.
 - a. Kevin Webber seconded.

- b. The motion passed unanimously.
- c. Discussion will wait until the next meeting.

Colorado State University Update

- 10. 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. Wineries should expect to receive fruit early this year.

Staff Report

- 11. Kyle Schlachter and Doug Caskey provided staff update
 - a. Doug Caskey presented a revision to repeal obsolete language in the Operating Procedures document
 - i. Doug Kingman moved to remove item 13 from the Operating Procedures document.
 - 1. Jessica Davis seconded the motion.
 - 2. The motion passed unanimously.
 - 3. The document will be revised.
 - b. Kyle Schlachter presented the Wine Enthusiast reviews in September issue released
 - i. 30 wines reviewed
 - ii. Average score of 85.6, range of 80-91, with 2 90+ scores

Colorado Association for Viticulture and Enology Update

- 12. Cassidee Shull provided CAVE Update.
 - a. Colorado Mountain Winefest cancelled.
 - b. 2021 dates will be the week of September 16th.
 - c. First virtual wine event will be the evening of July 30, 2020 to compare and contrast the Grand Valley and West Elks AVAs.
 - d. VinCO will be a virtual conference and requesting \$10,000 support.
 - i. Neil Jaquet moved to support CAVE with \$10,000.
 - 1. Kevin Webber seconded the motion.
 - 2. Motion and second were rescinded.
 - ii. Kevin Webber moved to not print a brochure and give the budgeted \$18,000 to CAVE.

1. Neil Jaquet seconded the motion.
2. The motion passed unanimously.
3. CWIDB will support CAVE with \$18,000.

Public Comments

13. No public comments

New Business

14. No new business

Next Meeting Dates

15. Doug Caskey inquired about availability of directors for future meeting dates
 - a. Next conference call will be on September 3.
 - b. Following conference call tentatively on November 5.

Adjournment

16. The agenda was complete and the meeting was adjourned at 12:09 pm.

MINUTES APPROVED ~~10/~~ 9/5/20

Guy Dew SECRETARY