



## COLORADO WINE INDUSTRY DEVELOPMENT BOARD

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# COLORADO WINE INDUSTRY DEVELOPMENT BOARD REGULAR MEETING MINUTES

CONFERENCE CALL

SEPTEMBER 3, 2020

### Opening

1. Bret Neal, Chair, called the meeting to order at 9:03 AM on Thursday September 3, 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), Jill Schnathorst (Chief Financial Officer for Dept. of Agriculture);

**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), Doug Price (Tourism *ex officio*), Tom Bueb (At-large Winery), Jessica Davis (CSU *ex officio*), Doug Kingman (Front Range winery), Kevin Webber (Retail), Neil Jaquet (Grower), David Jenkins (wholesale);

**Guests attending via Phone:** Cassidee Shull (CAVE), Monty Haltiner (CAVE), Mindy Gantner (Explore), Andi Baum (Explore), Matt Neren (Cultivator);

**Voting Members Absent:** Guy Drew (western slope winery), Max Ariza (Public *ex officio*), Aaron Steinke (wholesaler)

### Agenda

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

MINUTES APPROVED

NOV 5, 2020

Guy Drew

SECRETARY

### Financial Presentation

4. Jill Schnathorst, CDA's Chief Financial Officer presented on financial situation
  - a. Cash Fund allocation procedures for external appropriations
  - b. Cash Fund balance overview

### Treasurer's Report

5. Doug Caskey presented the treasurer's report.
  - a. 13% increase in liters produced FY 2019 over FY 2018
  - b. Front Range production is now 66% of all production
  - c. Grand Valley production decreased 25% year over year and is 25% of state's production

### Approval of Minutes

6. Doug Kingman moved to approve the meeting minutes from the July 30, 2020 regular meeting.
  - a. Tom Bueb seconded
  - b. The motion passed unanimously.
  - c. The agenda was adopted.

### Extension Update

7. Miranda Ulmer provided an update on the extension position
  - a. Earliest harvest in 20 years
  - b. Potential for smoke taint
  - c. Unable to be adjunct faculty at WCCC this year due to COVID; exploring possibilities for spring semester 2021

### Committee Reports

8. Bret Neal requested updates from the committees
  - a. Long-Term Strategic Planning Committee
    - i. Review of strategic document
    - ii. Review and reaffirm Vision, Mission, and Strategic Priorities
    - iii. Candice Mohr moved to approve the Strategic Plan as presented
      1. Jessica Davis seconded.
      2. The motion passed unanimously.
      3. The Strategic Plan has been approved.
  - b. Legislative and Business Development Committee
    - i. Doug Caskey reported on an LED bulletin regarding winery tours.
  - c. Marketing Update
    - i. Mindy Gantner and Andi Baum from Explore Communications presented Media Buy proposal

1. Option 1 all digital.
2. Option 2 also incorporates a new geo-fencing, digital element to billboards.
3. Candice Mohr moved to approve Option 2.
  - a. Keving Webber seconded.
  - b. Motion passed unanimously.
  - c. Explore Communications will pursue Option 2.
- ii. Matt Neren from Cultivator updated the Board on marketing initiatives
  1. This Is CO Wine video
  2. Re-skin of website to refresh website.
  3. Kevin Webber moved to reallocate \$5000 from brochure to improving the website.
    - a. Jessica Davis seconded.
    - b. The motion passed unanimously.
    - c. \$5000 will be designated for the website update.
- iii. Doug Caskey provided an update on the John Fielder Colorado wine photography book proposal (\$39,000)

Staff Report

9. Kyle Schlachter and Doug Caskey provided staff update
  - a. Turley Wine Company lawsuit trial scheduled for the week of July 19, 2021
  - b. Federal Court declared MN farm winery crop utilization requirement unconstitutional
  - c. *Wine Enthusiast* published article on Pine Gulch Fire

Colorado Association for Viticulture and Enology Update

10. Cassidee Shull provided CAVE Update.
  - a. Several virtual wine tastings.
  - b. September 20 virtual seminar with Miranda Ulmer.
  - c. September 17 wine and painting class.

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 October 8.

Adjournment

14. The agenda was complete and the meeting was adjourned at 11:47 am.