



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 REGULAR MEETING MINUTES

CONFERENCE CALL

OCTOBER 8, 2020

Opening

1. Bret Neal, Chair, called the meeting to order at 9:00 AM on Thursday October 8, 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 (Colorado State University), 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*), Kevin Webber (Retail), Neil Jaquet (Grower), Jessica Davis (CSU *ex officio*), David Jenkins (wholesale), Aaron Steinke (wholesaler);

Guests attending via Phone: Cassidee Shull (CAVE), Courtney Lis (VocaPR), Lucy Hebb (Cultivator), Matt Neren (Cultivator), Jenne Baldwin-Eaton (Western Colorado Community College);

Voting Members Absent: Guy Drew (western slope winery), Tom Bueb (At-large Winery), Doug Kingman (Front Range winery), Open Seat (Public *ex officio*),

Agenda

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

MINUTES APPROVED
NOV 5, 2020

Guy Drew
SECRETARY

Approval of Minutes

4. Kevin Webber moved to approve the meeting minutes from the September 3, 2020 regular meeting.
 - a. Candice Mohr seconded
 - b. The motion passed unanimously.

- c. The minutes from September 3rd were approved.

Fiscal Report

5. Doug Caskey presented the treasurer's report.
 - a. Revenues slightly down year-over-year
 - b. Expenditures also down, but missing invoices from CSU

Marketing Update

6. Doug Caskey provided update on marketing activities
 - a. Staff has applied for the CTO matching marketing grant to fund photo acquisition by John Fielder.
 - i. Kevin Webber moved to approve spending \$25,000 to match CTO \$25,000 grant contingent on receiving the grant.
 1. Doug Price seconded
 2. The motion passed unanimously.
 3. The spending was approved contingent on being awarded the grant.
 - b. Lucy Hebb with Cultivator provided an update website re-skinning project and other Cultivator activities.
 - c. Courtney Lis with VocaPR provided an update on PR activities.

Colorado State University Update

7. Bret Neal requested an update from CSU
 - a. Miranda Ulmer reported on the extension specialist activities and Spotted Lanternfly discussion
 - b. Dr. Horst Caspari reported on viticulture activities.

Committee Reports

8. Bret Neal requested updates from the committees
 - a. Quality Committee did not meet and does not have an update

Staff Report

9. Doug Caskey provided staff update
 - a. Doug Caskey presented the CTO request to join the Care for Colorado Coalition.
 - i. Neil Jaquet moved to join the Care for Colorado Coalition.
 1. Candice Mohr seconded.
 2. The motion passed unanimously.

3. CWIDB will join the coalition.
- b. Doug Caskey mentioned that furloughs will be mandated for state employees beginning November 27, 2020.
- c. Doug Caskey presented a CDA Legislative proposal to update the Pest Control Act.

Colorado Association for Viticulture and Enology Update

10. Cassidee Shull provided CAVE Update.
 - a. CAVE joined the Care for Colorado Coalition.
 - b. Amateur winemaking competition submission deadline Oct 16.
 - c. VinCO moving forward with a virtual format.

Public Comments

11. No public comments

New Business

12. No new business

Status of Western CO Community College donation to Vit&Enology Program

13. Jenne Baldwin-Eaton provided an update on donation from the Winiarski Foundation.
 - a. \$25,000 of this gift will be used to establish an endowed scholarship fund for the Viticulture and Enology Program at Colorado Mesa/Western Colorado Community College
 - b. \$25,000 current-use fund for the WCCC Viticulture and Enology Program.
 - c. \$50,000 for an endowment fund for the Warren Winiarski-Gerald Ivancie program
 - d. \$50,000 for a matching grant program.

Next Meeting Dates

14. Doug Caskey inquired about availability of directors for future meeting dates
 - a. Next conference call will be on November 8.

Adjournment

15. The agenda was complete and the meeting was adjourned at 10:55 am.