

MINUTES APPROVED 12/3/20
Guy Drew SECRETARY



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

CONFERENCE CALL

NOVEMBER 5, 2020

Opening

1. Bret Neal, Chair, called the meeting to order at 9:02 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), Tom Lipetzky (CDA Markets Division Director);

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), Guy Drew (western slope winery), Candice Mohr (At-large Winery), Doug Price (Tourism *ex officio*), Neil Jaquet (Grower), Jessica Davis (CSU *ex officio*), Tom Bueb (At-large Winery), Doug Kingman (Front Range winery), David Jenkins (wholesale), Aaron Steinke (wholesaler);

Guests attending via Phone: Jordan Beazley (CDA Legislative Liaison), Cassidee Shull (CAVE), Stephanie Fransen (CAVE Lobbyist), Courtney Lis (VocaPR), Lucy Hebb (Cultivator), Matt Neren (Cultivator), Jenne Baldwin-Eaton (Western Colorado Community College);

Voting Members Absent: Kevin Webber (Retail), Open Seat (Public *ex officio*),

Agenda

3. Doug Kingman moved to approve the agenda.
 - a. Aaron Steinke seconded.
 - b. Neil Jaquet moved to amend the agenda to remove the Executive Session.
 - i. Doug Kingman seconded.
 - ii. The motion to amend the agenda passed unanimously.
 - iii. The agenda was amended.
 - c. The motion to approve the amended agenda passed unanimously.

- d. The amended agenda was adopted.

Approval of Minutes

4. Doug Kingman moved to approve the meeting minutes from the October 8, 2020 regular meeting.
 - a. Aaron Steinkie seconded
 - b. The motion passed unanimously.
 - c. The minutes from October 8 were approved.

Fiscal Report

5. Doug Caskey presented the treasurer's report.
 - a. Revenues continue to be strong.
 - b. Expenditures are skewed due to missing invoices from CSU.

Legislative Update

6. Doug Caskey introduced guests to provide legislative updates.
 - a. Jordan Beezley, CDA Legislative Liaison updated the Board on the Pest Control Act statutory proposal.
 - i. Update definitions in statute.
 - ii. Request emergency response fund.
 - iii. Create statutory language to manage state-managed phytosanitary programs.
 - b. Stephanie Fransen Hicks, CAVE Lobbyist presented on a non-contiguous premises proposal by CAVE.
 - i. Create ability to expand the production facility to a non-contiguous space within 10 miles of the original facility.
 - ii. Maximum of five non-contiguous locations.

Marketing Update

7. Doug Caskey provided update on marketing activities
 - a. Committee recommendations for the 2021 Governor's Cup
 - i. Judging in May, after MSUD classes end, in the Hospitality Learning Center Sensory Lab with positive air pressure ventilation
 - ii. Public event, which can be considered separately, in June or maybe July so outdoor venues could provide more logistical flexibility than an indoor venue, which could be a negative draw even in November.
 - iii. Doug Kingman moved to accept both recommendations.

1. Candice Mohr seconded.
 2. The motion passed unanimously.
 3. Staff will continue tentatively planning the judging event in May 2021.
- b. Doug Caskey presented the new website reskin which went live this week.
 - c. Doug Caskey presented the slideshow from VocaPR showing public relations items.
8. Doug Kingman moved to add Executive Session back to the agenda.
 - a. Aaron Steinke seconded.
 - b. The motion passed unanimously.
 - c. Executive session added back on to the agenda.
 9. Doug King moved pursuant to 24-6-402(3)(a)(II) of the Colorado Revised Statutes, for the Colorado Wine Industry Development Board to enter into executive session for the purpose of conferring with its attorney to receive legal advice from counsel on pending or imminent court action and specific legal questions.
 - a. Jessica Davis seconded
 - b. The motion passed unanimously.
 - c. The Board entered into executive session at 9:42 am.
 10. The Board resumed the regular public meeting at 9:52 am.

Colorado State University Update

11. Bret Neal requested an update from CSU
 - a. Dr. Horst Caspari reported on viticulture activities.
 - i. Potential 70-80% crop loss due to late October record low freeze event.
 - ii. Will draft a letter outlining damage to support disaster declaration.
 - b. Miranda Ulmer reported on the extension specialist activities and desire to have Spotted Lanternfly listed by Upper Grand Valley Pest Control District.

Staff Report

12. Doug Caskey provided staff update
 - a. Doug Caskey presented the request from Sutcliffe Vineyards for a letter of support for lodging construction.

- i. CDA suggested that the Montezuma County Land Conservancy is also an agricultural stakeholder so it might be awkward for the CWIDB to get involved.

Colorado Association for Viticulture and Enology Update

13. Cassidee Shull provided CAVE Update.
 - a. VinCO moving forward with a virtual format January 18-22, 2021.
 - b. Conference schedule published online.
 - c. Amateur winemaking competition judging will take place this coming weekend.
 - d. CAVE Board of Directors nomination deadline is November 6.
 - e. Virtual cooking demonstration on November 19 with MasterChef Season 7 winner.

Public Comments

14. Adrian Miller introduced himself.

New Business

15. No new business

Next Meeting Dates

16. Doug Caskey inquired about availability of directors for future meeting dates
 - a. Next conference call will be on December 3.
 - b. Potential joint meeting with CAVE on February 4.

Adjournment

17. The agenda was complete and the meeting was adjourned at 10:32 am.