



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

CONFERENCE CALL

DECEMBER 3, 2020

Opening

1. Bret Neal, Chair, called the meeting to order at 9:01 AM on Thursday December 3, 2020.

Introduction of those present

2. Bret Neal asked for those attending to introduce themselves.

CWIDB Staff Attending via Zoom: Doug Caskey (executive director), Kyle Schlachter (marketing coordinator), Tom Lipetzky (CDA Markets Division Director);

Colorado State University Staff Attending via Zoom: Dr. Horst Caspari (Colorado State University), Miranda Purcell (CSU Extension);

Voting Members Attending via Zoom: Bret Neal (Chair - Grand Valley AVA winery), Guy Drew (western slope winery), Candice Mohr (At-large Winery), Kevin Webber (Retail), Jessica Davis (CSU *ex officio*), Neil Jaquet (Grower), Doug Kingman (Front Range winery), David Jenkins (wholesale), Aaron Steinke (wholesaler);

Guests attending via Phone: Jordan Beazley (CDA Legislative Liaison), Jenifer Gurr (CDA Chief Administrative Officer), Mary Peck (CDA Director of Communications & Public Awareness), Chuck Kooyman (Colorado Attorney General Office), Kate Greenberg (CDA Commissioner), Cassidee Shull (CAVE), Matt Neren (Cultivator), Megan Haeffele (Cultivator), Adrian Miller (public), Dr. Stephen Menke (public);

Voting Members Absent: Tom Bueb (At-large Winery), Doug Price (Tourism *ex officio*), Open Seat (Public *ex officio*),

Agenda

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

1/7/21 MINUTES APPROVED
Guy Drew

2020 Board Compliance Training

4. Doug Caskey introduced members of the CO Department of Agriculture to lead the 2020 Board Compliance Training.
 - a. Jenifer Gurr, Chief Administrative Officer

- b. Mary Peck, Director of Communications & Public Awareness
- c. Jordan Beezley, Legislative Liaison
- d. Welcome from Ag Commissioner Kate Greenberg
- e. CWIDB Introduction from Doug Caskey and Kyle Schlachter
- f. Robert's Rules of Order review

Executive Session

5. Doug Kingman moved that the Board enter into executive session for the purpose of receiving legal advice on specific legal questions pursuant to Colorado Revised Statutes section 24-6-402(3)(a)(II), including compliance with HB-1198 and its requirements.
 - a. Jessica Davis seconded.
 - b. The motion passed unanimously.
 - c. At 9:42 am the Board entered into Executive Session.

Public Session Reopens

6. At 10:35 am the exited executive session and returned to the open public meeting.

Approval of Minutes

7. Guy Drew moved to approve the meeting minutes from the November 5, 2020 regular meeting.
 - a. Doug Kingman seconded
 - b. The motion passed unanimously.
 - c. The minutes from November 5 were approved.

Fiscal Report

8. Doug Caskey presented the treasurer's report.
 - a. Revenues continue to be strong.
 - b. Operating cash 26% over last year.

Colorado Association for Viticulture and Enology Update

9. Cassidee Shull provided CAVE Update.
 - a. VinCO registration is open for the conference January 18-22, 2021.
 - b. CAVE Board of Directors election deadline is December 18.
 - c. Winefest update
 - i. Festival in the park will be two days
 - ii. Hours changed to noon-4:00 pm (with VIP access at 11:00).

- iii. GA tickets \$75
- iv. VIP Tickets \$200
- v. Attendance will be capped at 2,000 per day.
- d. Awarded funding from CTO to create a Liquid Arts Passport program.

Legislative Update

10. Doug Caskey updated the Board on two bills passed in the special session which directly affect wineries.
- a. [HB 20B-1004](#), sales tax deferral: wineries sales rooms only
 - b. [SB20B-001](#), small business relief

Marketing Update

11. Doug Caskey provided update on marketing activities
- a. Megan Haeffele provided an update on web traffic.
 - b. Doug Caskey provided an update on the CTO matching marketing grant for John Fielder photography project.

Colorado State University Update

12. Bret Neal requested an update from CSU
- a. Miranda Ulmer reported on the extension specialist activities.
 - i. Smoke taint
 - ii. Canned wine panel discussion with CSU Beverage Business Institute on Dec 3 at 4-6 pm
 - b. Dr. Horst Caspari reported on viticulture activities.
 - i. Potential 70-80% crop loss due to late October record low freeze event.
 - 1. Only vinifera varieties that seem to be alive are Riesling, Chardonnay and Lemberger.
 - 2. Cold-hardy varieties seem to have escaped major damage.

Business Operations Committee Report

13. Doug Caskey presented two suggestions for webinars.
- a. Hiring and labor rules
 - b. Website

Staff Report

14. Doug Caskey provided staff update
- a. Doug Caskey mentioned he has been a part of a group at the CDA

discussing Spotted Lanternfly.

- b. Doug Caskey asked the Board if they wanted to budget funds for a matching grant to WCCC's Warren Winiarski, Gerald Ivancie Institute of Viticulture and Enology in FY2022.

Public Comments

15. Dr. Stephen Menke mentioned that in January he will be sending out notice for a request for participation in a sensory panel.

New Business

16. No new business

Next Meeting Dates

17. Doug Caskey inquired about availability of directors for future meeting dates
 - a. Next conference call will be on January 7.
 - b. Potential joint meeting with CAVE on February 4.

Adjournment

18. The agenda was complete and the meeting was adjourned at 12:01 pm.