



COLORADO WINE INDUSTRY DEVELOPMENT BOARD

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COLORADO WINE INDUSTRY DEVELOPMENT BOARD REGULAR MEETING MINUTES

CONFERENCE CALL

JANUARY 7, 2021

Opening

1. Bret Neal, Chair, called the meeting to order at 9:01 AM on Thursday January 7, 2021.

Introduction of new members

2. Doug Caskey introduced Adrian Miller as the new Public *ex officio* director.

Introduction of those present

3. 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), Kevin Webber (Retail), Jessica Davis (CSU *ex officio*), Doug Kingman (Front Range winery), David Jenkins (wholesale), Tom Bueb (At-large Winery), Adrian Miller (Public *ex officio*), Candice Mohr (At-large Winery), Doug Price (Tourism *ex officio*);

Guests attending via Phone: Cassidee Shull (CAVE), Megan Haeffele (Cultivator), Ulla Merz (public), Courtney Lis (VocaPR), Lucy Hebb (Cultivator Ad & Design);

Voting Members Absent: Guy Drew (western slope winery), Aaron Steinke (wholesaler), Neil Jaquet (Grower)

Agenda

4. Doug Kingman moved to approve the agenda with the Executive Session removed.
 - a. Kevin Webber seconded.
 - b. The motion to approve the amended agenda passed unanimously.
 - c. The amended agenda was adopted.

Approval of Minutes

5. Doug Kingman moved to approve the meeting minutes from the December 3, 2020 regular meeting.

CWIDB Meeting, January 7, 2021

MINUTES APPROVED
2/4/20
Guy Drew

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- a. Kevin Webber seconded
- b. The motion passed unanimously.
- c. The minutes from December 3 were approved.

Fiscal Report

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

Colorado Association for Viticulture and Enology Update

7. Cassidee Shull provided CAVE Update.
 - a. CAVE Board of Directors election was on December 18.
 - i. Three new members were elected.
 - ii. One new member was appointed after a resignation.
 - b. VinCO registration is open for the conference January 18-22, 2021.
 - c. Working to create a Liquid Arts Passport program with CTO Marketing Grant.
 - d. Winefest update
 - i. Festival in the park will be two days.
 - ii. Ticket sales and winery applications forthcoming.
 - e. Doug Caskey mentioned that CAVE has a CWIDB ex officio position on the board which he has been filling and will continue to unless a CWIDB director would like to fill the role.

Legislative Update

8. Bret Neal asked for the legislative report.
 - a. Cassidee Shull updated the Board on a draft of non-contiguous premise legislation.
 - i. Working with bill drafter.
 - ii. Draft has been shared with CWIDB.
 - iii. Doug Caskey mentioned that we are still waiting to hear back from the Commissioner of Agriculture about CWIDB support of the proposed bill.
 - b. Doug Caskey reported Wine Grape Growers of America's request to support "rarely consumed raw" status for wine and juice grapes.
 - i. Doug Kingman moved to sign a letter in support.
 1. Tom Bueb seconded the motion.

2. The motion passed unanimously.
3. Doug Caskey will sign the letter of support and submit it.

Marketing Update

9. Doug Caskey provided update on marketing activities
 - a. Doug Caskey provided an update on the CTO matching marketing grant for John Fielder photography project.
 - b. Adrian Miller presented a proposal on a CO Wine movie night.
 - i. Doug Kingman moved refer ideas to the Marketing Committee
 1. Kevin Webber seconded the motion.
 - a. Bret Neal moved to amend the motion to include a maximum budget of \$5,000.
 - b. Kevin Webber seconded the motion.
 - c. The motion to amend was passed unanimously.
 2. The amended motion was passed unanimously.
 3. The Marketing Committee will discuss the proposal.
 - ii. The Marketing Committee will meet January 8 at 8:30 am.
 - c. Courtney Lis provided an update on the Public Relations activities.
 - d. Lucy Hebb provided an update on digital activities.

Colorado State University Update

10. Bret Neal requested an update from CSU
 - a. Miranda Ulmer reported on the extension specialist activities.
 - i. Vine balance seminar at VinCO next week.
 - ii. Smoke taint sample results found mixed results.
 - b. Dr. Horst Caspari asked for questions on the 6-month viticulture activity report.
 - i. Mentioned no new live buds have been found and expects to see major trunk damage.
 - ii. Would like to plan an experimental wine sensory session in late spring.
 - c. Doug Caskey mentioned that there has been no update to the Disaster Declaration.

Business Operations Committee Report

11. Doug Caskey reported on two upcoming webinars.

- a. Hiring and labor rules on February 1
- b. Website and digital presence on March 1

Staff Report

12. Doug Caskey provided staff update
 - a. Asked if any Board members would like business cards.
 - b. Doug Caskey asked if any Board members had any conflict of interest concerns for Doug serving on The Winiarski/Ivancie Wine Institute's Advisory Board.
 - c. Doug Caskey mentioned a potential CWIDB grant as a partial match requested by the Winiarski donation.
 - d. Doug Caskey mentioned that SCBG application is due Feb. 15.

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. Joint meeting with CAVE on February 4.

Adjournment

16. The agenda was complete and the meeting was adjourned at 10:52 am.