



COLORADO WINE INDUSTRY DEVELOPMENT BOARD

305 Interlocken Pkwy, Broomfield, Colorado 80021
303.869.9177 / Fax: 303.466.8515 / WWW.COLORADOWINE.COM

JOINT MEETING OF THE CO ASSOCIATION FOR VITICULTURE & ENOLOGY BOARD OF DIRECTORS & THE CO WINE INDUSTRY DEVELOPMENT BOARD CONFERENCE CALL FEBRUARY 4, 2021

Opening

1. Bret Neal, Chair, called the meeting to order at 9:01 AM on Thursday February 4, 2021.

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);

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

CWIDB 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), Guy Drew (western slope winery), Doug Price (Tourism *ex officio*), Aaron Steinke (wholesaler), Neil Jaquet (Grower);

CAVE Members Attending via Zoom: Scott Smith, Juliann Adams, Philip Patton, Logan Schlutz, Laura Black, Ulla Merz, Dave Aschwanden

CAVE Staff attending via Zoom: Cassidee Shull (CAVE executive director), Stephanie Hicks (CAVE lobbyist);

Voting Members Absent: none

Guests attending via Zoom: Shawnee Adelson (Colorado Brewers Guild executive director), Laura Long (Colorado Brewers Guild lobbyist), Brandon Black

Agenda

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

Overview of CAVE and the CWIDB

4. Doug Caskey and Cassidee Shull presented an overview of CAVE and the CWIDB

Presentation of Mission Statements, Strategic Plans, Goals, etc.

5. Brett Neal and Scott Smith each presented on the specific strategies and goals of each board.

Discussion of Programs

6. Doug Caskey opened discussion on opportunities for collaboration and new initiatives.
 - a. Ulla Merz suggested that CAVE take the lead on education and legislation issues whereas CWIDB takes the lead on marketing and both work equally on viticultural research.

Legislative Matters

7. Shawnee Adelson, executive director of the Colorado Brewers Guild, presented a proposed bill which would allow other licensees to apply for a festival permit similar to the wine festival permit.

Old/New Business

8. Doug Caskey asked participants if anyone had any new issues to discuss.
 - a. Juliann Adams suggested that both boards support and market the WCCC viticulture and enology program.
 - b. Miranda Purcell announced that she accepted a position at Purdue University extension and her last day will be March 19.

Public Comments

9. No public comments.

Adjournment

10. The agenda was complete and the meeting was adjourned at 11:09 am.



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COLORADO WINE INDUSTRY DEVELOPMENT BOARD REGULAR MEETING MINUTES

CONFERENCE CALL

FEBRUARY 4, 2021

Opening

1. Bret Neal, Chair, called the meeting to order at 11:10 AM on Thursday February 4, 2021.

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);

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), Aaron Steinke (wholesaler), Kevin Webber (Retail), Doug Kingman (Front Range winery), David Jenkins (wholesale), Tom Bueb (At-large Winery), Candice Mohr (At-large Winery);

Guests attending via Phone: Cassidee Shull (CAVE), Brandon Black;

Voting Members Absent: Neil Jaquet (Grower), Adrian Miller (Public *ex officio*), Jessica Davis (CSU *ex officio*), Doug Price (Tourism *ex officio*)

Agenda

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

Approval of Minutes

4. Doug Kingman moved to approve the meeting minutes from the January 7, 2021 regular meeting.
 - a. Kevin Webber seconded
 - b. The motion passed unanimously.
 - c. The minutes from January 7 were approved.

CWIDB Meeting, February 4, 2021

MINUTES APPROVED
3/4/21
Guy Drew

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Fiscal Report

5. Doug Caskey presented the fiscal report.

a. FY21 budget modification to address COVID-limited spending

i. Fund Vit Extension Specialist

1. Doug Kingman moved to defer \$50,000 for funding the viticulture and extension position beyond the end of the grant in fiscal year 2022.

a. Kevin Webber seconded the motion.

b. The motion passed unanimously.

c. The viticulture extension position will be funded in the future.

ii. Climatologist study

iii. Economic Impact Study

iv. Expand Consumer Survey

v. Phillips-Rhodes Memorial Grant

vi. Expand Spring-Summer advertising

vii. media trip

viii. CO Uncorked

ix. Gov's Cup

x. Print a brochure

xi. Specialty Crop Block Grant

xii. David Jenkins moved to fund the Climatologist study, Economic Impact study and the expanded consumer survey this fiscal year.

1. Guy Drew seconded the motion.

2. The motion passed unanimously.

3. Those items will be funded in FY2021.

xiii. Doug Kingman moved to approve option 1 (same survey as previous year) for consumer survey.

1. Kevin Webber seconded the motion.

2. The motion passed 4-1 with Doug Kingman, Guy Drew, Kevin Webber and Tom Bueb voting for and Candice Mohr voting no.

3. Consumer survey will continue the same as the previous year.

- xiv. Candice Mohr moved to fund Phillips-Rhodes Memorial Grant for Continuing Education and Research in the Colorado Wine Industry for \$6,000.
 - 1. Tom Bueb seconded the motion
 - 2. The motion passed unanimously.
 - 3. \$6,000 of funding will be used for the Phillips-Rhodes Grant.

Legislative Update

- 6. Bret Neal asked for the legislative report.

Marketing Update

- 7. Doug Caskey provided update on marketing activities
 - a. Update on John Fielder photography project: Purchase Order is in place, meeting with John this month.
 - b. Adrian Miller will host a Wednesday virtual tasting with Kendra Anderson and William Davis on February 17 to celebrate Black History Month.

Colorado State University Update

- 8. Bret Neal requested an update from CSU
 - a. Dr. Horst Caspari mentioned that he will hold a pruning/cold damage mitigation webinar at the end of February.
 - b. Miranda Ulmer will be working a survey about viticulture extension activities.

Business Operations Committee Report

- 9. 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

- 10. Doug Caskey provided staff update
 - a. Any thoughts for SCBG application due Feb. 15: cultivar camp?
 - i. Candice Mohr moved to apply for a SCBG for another cultivar camp.
 - 1. Tom Bueb seconded the motion.
 - 2. The motion passed unanimously.
 - 3. Doug and Kyle will prepare an application for the SCBG.
 - b. Expiring board member terms as of July 1, 2021:

- i. Guy Drew, Western Slope (1st term)
- ii. Neil Jaquet, grower (2nd)
- iii. Doug Kingman, Eastern Slope (2nd)
- iv. Bret Neal, GV AVA (2nd)

Public Comments

- 11. Brandon Black commented that he liked the idea of surveying winery and retailer customers using QR codes to direct participants to the survey.

New Business

- 12. Candice Mohr moved to form a joint communication/steering committee with CAVE.
 - a. Kevin Webber seconded the motion.
 - b. The motion passed unanimously.
 - c. A new committee was formed to coordinate with CAVE.

Next Meeting Dates

- 13. Doug Caskey inquired about availability of directors for future meeting dates
 - a. March 4
 - b. April 1
 - c. May 6
 - d. June 3

Adjournment

- 14. The agenda was complete and the meeting was adjourned at 12:49 pm.