



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

CONFERENCE CALL

APRIL 1, 2021

Opening

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

Attorney General Office: Charles Kooyman;

Colorado State University Staff Attending via Zoom: Dr. Horst Caspari (Colorado State University);

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

Guests attending via Zoom after Executive Session: Cassidee Shull (CAVE), Ali Chiafery (VocaPR), Matt Neren (Cultivator), Lucy Hebb (Cultivator), Steve Menke;

Voting Members Absent: Neil Jaquet (Grower)

Agenda

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

Executive Session

4. 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 pending litigation.

MINUTES APPROVED 5/10/21

CWIDB Meeting, April 1, 2021

Guy Drew

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- a. Jessica Davis seconded
- b. The motion to enter executive session passed unanimously 11-0.
- c. The Board entered executive session at 9:05 am.
- d. The Board returned to the open regular meeting at 9:35 am.

Vote on any items precipitated by discussions during executive session if necessary

5. Doug Caskey presented proposed changes to the Operating Procedures Manual.
 - a. Making the Executive Director have signature authority for litigation purposes as discussed in Executive Session.
 - b. Updating state vehicle policy - not discussed in Executive Session.
 - c. Adrian Miller moved to adopt vehicle usage policy proposed for Operating Procedures Manual.
 - i. Guy Drew seconded.
 - ii. Motion passed unanimously.
 - iii. Vehicle usage policy will be updated per state policy.
 - d. Doug Price moved to update the Operating Procedures Manual to reflect a new policy giving the Executive Director signature authority for litigation and legal purposes.
 - i. David Jenkins seconded.
 - ii. The motion passed unanimously.
 - iii. The operating procedures manual will be updated to reflect.

Approval of Minutes

6. Bret Neal asked for approval of minutes from March 4.
 - a. Adrian Miller moved to approve the meeting minutes from the March 4, 2021 meeting.
 - i. Jessica Davis seconded
 - ii. The motion passed unanimously.
 - iii. The minutes from March 4 were approved.

Fiscal Report

7. Doug Caskey presented the fiscal report.
 - a. Feb 2021 update for FY2021
 - b. First look at FY2022 budget

CAVE Update

8. Cassidee Shull provided an update on CAVE activities.

- a. WineFest tickets are available for purchase.
 - i. Saturday festival sold out.
 - ii. Sunday VIP and GA tickets are still available.
 - iii. 35 wineries attending each day.
- b. Passport program getting near launch

Legislative Update

- 9. Bret Neal asked for the legislative report.
 - a. Doug Caskey provided an update on legislation
 - i. [HB21-1044](#), noncontiguous premises for wineries: passed the House, headed to Senate Finance Committee
 - ii. [SB21-082](#), expanding festival participants, amended
 - iii. [HB21-1027](#), Alcohol to-go and delivery by restaurants amended to include manuf. licensees, to sunset in 5 years, and to allow 1.5 ltr bottles of wine and 1.0 ltr bottles of spirits to go.
 - iv. [HB21-1045](#), pest control modernization act on to second reading
 - v. Federal Farm Workforce Modernization Act, co-sponsored by Sen. Bennet
 - vi. SB21-087 - Agricultural workers' rights

Marketing Update

- 10. Bret Neal asked for an update on marketing efforts.
 - a. Doug Caskey and Kyle Schlachter discussed the in-store promotional material possibilities.

Colorado State University Update

- 11. Bret Neal requested an update from CSU
 - a. Dr. Horst Caspari provided an update on viticulture activities.
 - i. Continuing cold hardiness study
 - ii. Aromella started bleeding this week - means sap is flowing.
 - b. Dr. Horst Caspari provided an update on Viticulture Extension Specialist search.
 - i. One candidate dropped out - accepted another position.
 - ii. Meeting again this afternoon.

Quality/Education Update

- 12. Doug Caskey provided an update on the Quality committee activities.
 - a. Kyle Schlachter mentioned Business Operations webinar scheduled for

April 5 with Meg Maker.

- b. Doug Caskey presented Phillips-Rhodes Memorial Grant update
 - i. Adrian Miller moved to approve documents.
 - ii. Kevin Webber seconded.
 - iii. The motion was approved unanimously.
 - iv. The grant documents are finalized and ready for distribution.
- c. Video recordings presenting the Wine Specialist Training
 - i. Wayne Belding is working on his presentation
 - ii. Potential to add additional modules: targeting selling to restaurants (Clara Klein), Colorado vs. the world (Ashley Hausman), and more (\$300-500 for each module)

Staff Report

- 13. Doug Caskey provided staff update
 - a. Governor's Cup tentative date Aug. 13-15, 2021
 - b. Update on Care for Colorado messaging proposal for invasive species
 - c. CDA Equity, Diversity, and Inclusion initiative
 - d. Expiring board member terms as of July 1, 2021
 - i. applicants include Brandon Black (GV AVA or grower); Juliann Adams (GV AVA or grower)

Public Comments

- 14. No public comments.

New Business

- 15. Bret Neal asked for any new business.
 - a. Adrian Miller provided an update on a potential National Barbeque Month event with Modern Eater.

Next Meeting Dates

- 16. Doug Caskey inquired about availability of directors for future meeting dates
 - a. May 6
 - b. June 3

Adjournment

- 17. The agenda was complete and the meeting was adjourned at 11:03 pm.