



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

CONFERENCE CALL

MARCH 4, 2021

Opening

1. Bret Neal, Chair, called the meeting to order at 9:03 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);

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), Neil Jaquet (Grower), 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);

Guests attending via Zoom: Cassidee Shull (CAVE), Courtney Lis (VocaPR), Matt Neren (Cultivator), Lucy Hebb (Cultivator), Blake Naughton (CSU);

Voting Members Absent: Doug Kingman (Front Range winery), David Jenkins (wholesale), Doug Price (Tourism *ex officio*), Guy Drew (western slope winery)

Agenda

3. Neil Jaquet moved to approve the agenda with the Executive Session removed.
 - a. Aaron Steinke seconded.
 - b. The motion to approve the amended agenda passed unanimously.
 - c. The amended agenda was adopted.

Marketing Update

4. Bret Neal asked for an update on marketing efforts.
 - a. Courtney Lis presented public relations efforts.
 - b. Lucy Hebb presented upcoming media tactics.

Executive Session

5. There was no executive session.

MINUTES APPROVED
5/10/21

CWIDB Meeting, March 4, 2021

Guy Drew

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Discussion of relationship between CSU and CWIDB

6. Doug Caskey introduced Blake Naughton, CSU VP for Extension and Engagement, to talk about the vital relationship between CSU and the CWIDB.
 - a. Needs assessment
 - b. strategic staffing

Approval of Minutes

7. Bret Neal asked for approval of minutes from February 4.
 - a. Adrian Miller moved to approve the meeting minutes from the joint CWIDB/CAVE February 4, 2021 meeting.
 - i. Kevin Webber seconded
 - ii. The motion passed unanimously.
 - iii. The minutes from February 4 were approved.
 - b. Adrian Miller moved to approve the meeting minutes from the February 4, 2021 regular CWIDB meeting.
 - i. Kevin Webber seconded
 - ii. The motion passed unanimously.
 - iii. The minutes from February 4 were approved.

Fiscal Report

8. Doug Caskey presented the fiscal report.
 - a. Revenues still look good.
 - b. Still behind on expenditures due to CSU not submitting invoices.
 - c. Net position is significantly higher than last year.

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: move on to House Finance amended to limit to two locations and no more than \$500 fee.
 - 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

Colorado State University Update

10. Bret Neal requested an update from CSU
 - a. Dr. Horst Caspari provided an update on viticulture activities.
 - i. He mentioned that he held a pruning/cold damage mitigation webinar at the end of February and recording is posted on CAVE webpage.
 - ii. Began pruning cultivars with no damage, but recommends waiting to prune.
 - iii. Noticing split trunks on certain varieties.
 - b. Miranda Ulmer will be working a survey about viticulture extension activities to be part of the final report.

Quality/Education Update

11. Doug Caskey provided an update on the Viticulture Extension Specialist position.

Business Operations Committee Report

12. Doug Caskey reported to the business operations committee.
 - a. Phillips-Rhodes Memorial Grant documents updated.
 - i. Open application process in April.
 - ii. Review applications in June.
 - b. Possible video recordings presenting the Wine Specialist Training
 - i. Wayne Belding to update the core curriculum targeting sales room staff, on- and off-premises staff, and consumers (\$500)
 - ii. Add additional modules: targeting selling to restaurants (Clara Klein), Colorado vs. the world (Ashley Hausman), and more (\$300-500 for each module)
 - c. Candice Mohr moved to put \$2,000 towards updating the Colorado Wine Specialist training.
 - i. Kevin Webber seconded.
 - ii. The motion passed unanimously.
 - iii. Staff will begin to update the Wine Specialist Training.

Staff Report

13. Doug Caskey provided staff update
 - a. Governor's Cup tentative date Aug. 13-15, 2021
 - b. Update on SCBG concept paper submitted Feb. 15

- c. Update on Care for Colorado messaging proposal for invasive species
- d. 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)
 - v. 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 mentioned he is still working on something to highlight May as national BBQ month.
 - b. Cassidee Shull mentioned that CAVE has gotten green light to move forward with Winefest in September 2021.

Next Meeting Dates

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

Adjournment

17. The agenda was complete and the meeting was adjourned at 10:29 pm.