



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

CONFERENCE CALL

MAY 6, 2021

Opening

1. Bret Neal, Chair, called the meeting to order at 9:01 AM on Thursday May 6, 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);

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), 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), Neil Jaquet (Grower), Adrian Miller (Public *ex officio*), Guy Drew (western slope winery);

Guests attending via Zoom after Executive Session: Cassidee Shull (CAVE), Courtney Lis (VocaPR), Matt Neren (Cultivator);

Voting Members Absent: Doug Price (Tourism *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.

Executive Session

4. Kevin Webber 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
6/13/21
Guy Drew

- a. Jessica Davis seconded
- b. The motion to enter into executive session passed unanimously 9-0.
- c. The Board entered into executive session at 9:05 am.
- d. The Board returned to the open regular meeting at 9:27 am.

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

5. No motions were precipitated by discussion in the executive session.

Approval of Minutes

6. Bret Neal asked for approval of minutes from April 1 and April 9.
 - a. Adrian Miller moved to approve the meeting minutes from the April 1, 2021 meeting.
 - i. Neil Jaquet seconded.
 - ii. The motion passed unanimously.
 - iii. The minutes from April 1 were approved.
 - b. Adrian Miller moved to approve the meeting minutes from the April 9, 2021 meeting.
 - i. Kevin Webber seconded.
 - ii. The motion passed unanimously.
 - iii. The Minutes from April 9 were approved.

Fiscal Report

7. Doug Caskey presented the fiscal report.
 - a. Strong financial position as of the end of March 2021.
 - b. Presentation of updated proposed FY2022 budget after committee meetings.
 - i. Adrian Miller moved to have the executive director take the budget as presented to the Business Operations division at CDA.
 1. Kevin Webber seconded the motion.
 2. The motion passed unanimously.
 3. Doug Caskey will discuss the proposed budget with the accountants in the Business Operations Division at CDA.

CAVE Update

8. Cassidee Shull provided an update on CAVE activities.
 - a. Kevin Webber is now a board member and will serve the remaining 2 years of a term opened due to a resignation.

- b. WineFest tickets are available for purchase.
 - i. Including cabana options.
 - ii. 35 wineries attending each day - same wineries both days.
- c. VinCO will be Jan 18-20. New location at Doubletree Hotel in Grand Junction. Will have a virtual component in February.
- d. CAVE quarterly meetups will resume on June 9 in the Grand Valley.
- e. Sensory Analysis seminar upcoming on May 24 with Jenne Baldwin-Eaton.
- f. Sales & Use Tax webinar with Dept. of Revenue on Monday May 10.

Marketing Update

- 9. Bret Neal asked for an update on marketing efforts.
 - a. Courtney Lis presented recent and upcoming PR efforts.
 - b. Adrian Miller updated the Board on his efforts to host a wine and BBQ event for May, which will be delayed until at least June.
 - c. Doug Caskey mentioned that Governor's Cup issues have been discussed in Budget discussion.
 - i. Board has a preference for hosting the event and not using BTI.
 - ii. Raise entrance fees and reduce the amount of wine purchased for promotional purposes.
 - d. Doug Caskey provided an update on the proposed Colorado UnCorked event.
 - i. Still hold it at History Colorado.
 - ii. Limit ticket sales, but with increased ticket price.
 - iii. Possibility of events at wineries leading up to the main event.
 - e. Doug Caskey presented a quick overview of the spring media campaign, May 17-June 14.
 - f. Kyle Schlachter presented on retailer partnerships with POS coordination for digital and billboards

Legislative Update

- 10. Bret Neal asked for the legislative report.
 - a. Doug Caskey provided an update on legislation
 - i. [HB21-1044](#), noncontiguous premises for wineries is waiting for the Governor's signature.
 - ii. [SB21-082](#), expanding festival participants
 - iii. [HB21-1027](#), Alcohol to-go and delivery by restaurants.

- iv. [HB21-1045](#), pest control modernization act, also waiting for Governor's signature

Colorado State University Update

- 11. Bret Neal requested an update from CSU
 - a. Dr. Horst Caspari provided an update on viticulture activities.
 - b. Doug Caskey provided an update on the new viticultural extension specialist.

Quality/Education Update

- 12. Doug Caskey provided an update on the Phillips-Rhodes Memorial Grant.
 - a. Five applicants
 - b. Discussion with a professor at MSUD about applying to create a wine program at school.

Staff Report

- 13. Doug Caskey provided staff update
 - a. Donation to Winiarski/Ivancie Wine Institute at WCCC? Put on hold pending Business Operations review of the proposed budget.
 - b. SLF rack card to wineries, campground association, Harvest Host, etc. printing costs from CDA Plants Division
 - c. Expiring board member terms as of July 1, 2021
 - i. applicants include Brandon Black (GV AVA or grower); Juliann Adams (GV AVA or grower); Marcel Flukiger (Front Range winery)

Public Comments

- 14. No public comments.

New Business

- 15. No new business.

Next Meeting Dates

- 16. Doug Caskey inquired about availability of directors for future meeting dates
 - a. June 3
 - b. additional dates depending on availability of new appointees. Possibility of in-person meeting in Broomfield or CO Springs?
 - c. January 17, 2022 in Grand Junction (Double Tree?)

Adjournment

- 17. The agenda was complete and the meeting was adjourned at 11:45 am.