



COLORADO WINE INDUSTRY DEVELOPMENT BOARD
305 Interlocken Pkwy, Broomfield, Colorado 80021
303.869.9177 / Fax: 303.466.8515 / WWW.COLORADOWINE.COM

COLORADO WINE INDUSTRY DEVELOPMENT BOARD REGULAR MEETING MINUTES

CONFERENCE CALL

SEPTEMBER 2, 2021

Opening

1. Tom Bueb, Vice Chair, called the meeting to order at 9:04 AM on Thursday September 2, 2021.

Introduction of those present

2. Tom Bueb 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);

Voting Members Attending via Zoom: Garrett Portra (Grand Valley AVA winery), Aaron Steinke (wholesaler), Tom Bueb (At-large Winery), Juliann Adams (Grower), Joe Buckel (Western Slope winery), Jessica Davis (CSU *ex officio*), David Jenkins (wholesale), Kevin Webber (Retail), Adrian Miller (Public *ex officio*), Candice Mohr (At-large Winery), Larry Oddo (Front Range Winery), Tammie Thompson-Booker (Tourism *ex officio*);

Guests attending via Zoom: Kate Greenberg (CDA Commissioner), Jenifer Gurr (CDA CAO), Jill Schnathorst (CDA CFO), Ruth DeCrescentis (CDA HR Director), Chuck Kooyman (CO Attorney General's Office) Cassidee Shull (CAVE), Courtney Lis (VocaPR), Andi Baum (Explore Communications);

Voting Members Absent: none

Agenda

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

Election of Officers

4. Doug Caskey opened the election of Officers.
 - a. Tom Bueb nominated Candice Mohr to serve as Chair.

- i. Candice Mohr declined the nomination.
- b. Tom Bueb self nominated himself to serve as Chair.
 - i. The Board voted unanimously to appoint Tom Bueb Chair.
- c. Larry Oddo self nominated himself for Vice Chair.
 - i. The Board voted unanimously to appoint Larry Oddo Vice Chair.
- d. Tom Bueb nominated Candice Mohr for Secretary.
 - i. The Board voted unanimously to appoint Candice Mohr Secretary.
- e. Tom Bueb asked for Committee Chairs to be appointed by acclamation.
 - i. Tom Bueb - Long Range Strategic Planning
 - ii. Kevin Webber - Marketing
 - iii. Candice Mohr and Adrian Miller (co-chairs) - Business Development and Legislative
 - iv. Garrett Portra - Research

Best Practices Training for the Colorado Wine Industry Development Board

- 5. Jenifer Gurr began the best practices training.
 - a. Commissioner Greenberg presented on the Colorado Department of Agriculture Strategic Plan and Wildly Important Goals.
 - i. Goal 1 - Building economic and supply chain resilience.
 - ii. Goal 2 - Advancing voluntary stewardship.
 - iii. Goal 3 - Supporting the next generation of agriculture.
 - b. Jenifer Gurr outlined HB18-1198 relating to Best practices for state boards and commissions.
 - i. Jill Schnathorst outlined the proposed CDA stimulus funding spending plan.
 - ii. Ruth DeCrescentis outlined the Department's activities towards Equity, Diversity and Inclusivity.
 - c. Doug Caskey discussed the role of the directors of the Wine Board.
 - d. Tammie Thompson-Booker moved that the board enter into executive session pursuant to Title 24, Article 6, Paragraph 402, Section 3, Sub-section (a)II CRS, for purposes of receiving legal advice on specific legal questions and operating procedures.
 - i. Kevin Webber seconded.
 - ii. The vote was unanimous to move into executive session to receive legal advice.

- iii. The Board entered executive session at 10:07 am.
- e. The Board exited executive session at 11:07 am and returned to open session.

Approval of Minutes

- 6. Tom Bueb asked for approval of minutes from June 3.
 - a. Kevin Webber moved to approve the meeting minutes from the June 3, 2021 meeting.
 - i. Garrett Portra seconded.
 - ii. The motion passed unanimously.
 - iii. The minutes from June 3 were approved.

Fiscal Report

- 7. Doug Caskey presented the fiscal report for Fiscal Year 2021.
 - a. Provided an overview of the budget for the new members.

CAVE Update

- 8. Cassidee Shull provided an update on CAVE activities.

Legislative Update

- 9. Tom Bueb asked for the legislative report.
 - a. Doug Caskey provided an update on legislation
 - i. WineAmerica's efforts:
 - 1. Replenishing Restaurant Revitalization Act
 - 2. USPS Service Shipping Equity Act
 - 3. Comments on Presidential Exec Order re: alcohol competition extended to Oct. 1
 - ii. The Board did not take any action on these items.

Marketing Update

- 10. Tom Bueb asked for an update on marketing efforts.
 - a. Courtney Lis from VocaPR presented an overview of FY 20-21 Public Relations
 - i. PR hits 106
 - ii. Total Reach: 438,040,306
 - iii. Total PR Value: \$4,060,170
 - b. Andi Baum from Explore Communications presented the proposed \$52,000 media recommendations.

- c. Doug Caskey mentioned that CWIDB received a Statewide Marketing Grant from CTO for John Fielder to take photographs of the Colorado Wine industry.
- d. Doug Caskey mentioned the Governor's Cup competition results.

Colorado State University Update

- 11. Tom Bueb requested an update from CSU
 - a. Dr. Horst Caspari provided an update on viticulture activities.
 - i. Five or six days later than last year - but last year was the earliest ever.
 - b. Rob Blundell provided an update on the viticultural extension specialist.
 - i. He visited the Four Corners and contacted some Front Range growers.
 - ii. Working on updating grape growers guide.

Quality/Education Update

- 12. Doug Caskey provided an update on the Phillips-Rhodes Memorial Grant.
 - a. No award FY2021

Staff Report

- 13. Doug Caskey provided staff update
 - a. Business Development Survey report available on website
 - b. Educational resources pending:
 - i. CO Wine Specialist recording
 - ii. CO Wine History project
Can we use the \$5000 allocated for the Phillips-Rhodes Grant for a film student's services?

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. Oct 6
 - b. Nov 4
 - c. Dec 2

d. January 17, 2022 in person in Grand Junction (Doubletree?)

Adjournment

17. The agenda was complete and the meeting was adjourned at 12:33 pm.

A handwritten signature in black ink, appearing to read 'Candice Mohr', written in a cursive style.

Candice Mohr - Secretary
Colorado Wine Industry Development Board