



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

CONFERENCE CALL

JUNE 3, 2021

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### Opening

1. Bret Neal, Chair, called the meeting to order at 9:04 AM on Thursday June 3, 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);

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

**Guests attending via Zoom:** Cassidee Shull (CAVE), Courtney Lis (VocaPR), Lucy Weber (Cultivator), Meredith Kyle (Cultivator);

**Voting Members Absent:** Open seat (Tourism *ex officio*), Neil Jaquet (Grower), Guy Drew (western slope winery)

### Agenda

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

### Approval of Minutes

4. Bret Neal asked for approval of minutes from May 6.
  - a. Adrian Miller moved to approve the meeting minutes from the May 6, 2021 meeting.
    - i. Tom Bueb seconded.

- ii. The motion passed unanimously.
- iii. The minutes from May 6 were approved.

#### Fiscal Report

- 5. Doug Caskey presented the fiscal report.
  - a. Strong financial position as of the end of April 2021.
  - b. Net position up due to decrease in expenditures with revenues being about the same as the previous year.
  - c. Presentation of updated proposed FY2022 budget after sign-off from CDA Business Operations.
    - i. Kevin Webber moved to approve the proposed FY2022 budget.
      - 1. Jessica Davis seconded the motion.
      - 2. The motion passed unanimously.
      - 3. The FY2022 budget was set.

#### CAVE Update

- 6. Cassidee Shull provided an update on CAVE activities.
  - a. Very few tickets remain for WineFest.
  - b. Still taking applications for Colorado Wine Week leading up to the Festival in the park with a July 1 deadline.
  - c. Still promoting the Liquid Arts Passport program.
  - d. Quarterly meet-ups starting back up June 9, June 24, and August 26.

#### Legislative Update

- 7. Bret Neal asked for the legislative report.
  - a. Doug Caskey provided an update on legislation
    - i. The agriculture workforce bill is progressing, but there have been several amendments added.
      - 1. The CDA is remaining quiet on this bill.
      - 2. CAVE has been involved.
    - ii. The bill to increase production limits for vintner's restaurants and distiller's pubs is progressing.

#### Marketing Update

- 8. Bret Neal asked for an update on marketing efforts.
  - a. Doug Caskey spoke with John Fielder about the photo project.
    - i. John is comfortable with moving forward this year despite

- vineyard damage due to last year's freeze.
- ii. Most photos will be of people and wineries.
- b. Doug Caskey provided an update on Governor's Cup planning.
  - i. Reduce purchasing wine for promotional purposes.
  - ii. Changes in entry fees.
    - 1. Tom Bueb moved the 2021 competition use the proposed graduated fee rates with the first wine still free.
      - a. David Jenkins seconded the motion.
      - b. The motion passed unanimously.
      - c. The 2021 competition entry fees will be as follows:
        - i. First entry free.
        - ii. Wineries that enter 2-4 wines will pay \$70 for those entries.
        - iii. Wineries that enter 5-11 wines will pay \$60 for all entries after the first one.
        - iv. Wineries that enter more than 12 wines will pay \$50 for all entries - the same cost as the 2019 competition.
- c. Doug Caskey presented CO Uncorked plans.
  - i. Limited to 500 tickets with 100 VIP and 400 General admission.
  - ii. Reducing the amount on comped tickets.
  - iii. Rather than offering wineries free tickets, providing a discount code.
  - iv. Proposed ticket prices were \$55 GA and \$95 VIP.
- d. Cultivator presented an update on spring media campaign, May 17-June 14
- e. Printing 30 floor clings to provide to interested retailers.

#### Colorado State University Update

- 9. Bret Neal requested an update from CSU
  - a. Dr. Horst Caspari provided an update on viticulture activities.
    - i. Crop loss looks worse than previously thought.
    - ii. Heatwave coming the next week during flowering could be problematic.
  - b. Doug Caskey provided an update on the new viticultural extension

specialist.

- i. Robert Blundell visited the Grand Valley and West Elks AVAs last week.

#### Quality/Education Update

10. Doug Caskey provided an update on the Phillips-Rhodes Memorial Grant.
  - a. Seven applicants
  - b. Review Committee will meet next Monday.

#### Staff Report

11. Doug Caskey provided staff update
  - a. SLF rack card to wineries, campground association, Harvest Host, etc. printing costs from CDA Plants Division
  - b. Expiring board member terms as of June 30, 2021
    - i. applicants include Brandon Black (GV AVA or grower); Juliann Adams (GV AVA or grower); Marcel Flukiger (Front Range winery); possibly Joe Buckel (Western Slope winery)
    - ii. Thank you to the departing board members: Bret Neal, Doug Kingman, Doug Price, Neil Jaquet, and Guy Drew.

#### Public Comments

12. No public comments.

#### New Business

13. David Jenkins asked Dr. Caspari if there was anything vineyards could have done to prevent the amount of damage we're seeing.
  - a. Dr. Caspari stated that damage was going to occur.
  - b. However, many did not protect graft union and have to completely replant rather than simply regraft.

#### Next Meeting Dates

14. Doug Caskey inquired about availability of directors for future meeting dates
  - a. August 5?: board member compliance training?
  - b. January 17, 2022 in person in Grand Junction (Doubletree?)

#### Adjournment

15. The agenda was complete and the meeting was adjourned at 10:18 am.

