



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

CONFERENCE CALL

OCTOBER 6, 2021

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### Opening

1. Larry Oddo, Vice Chair, called the meeting to order at 9:06 AM on Wednesday, October 6, 2021.

### Introduction of those present

2. Larry Oddo 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:** Tom Bueb (At-large Winery), Juliann Adams (Grower), Joe Buckel (Western Slope winery), Jessica Davis (CSU *ex officio*), David Jenkins (wholesale), Adrian Miller (Public *ex officio*), Larry Oddo (Front Range Winery), Tammie Thompson-Booker (Tourism *ex officio*);

**Guests attending via Zoom:** Chuck Kooyman (CO Attorney General's Office) Cassidee Shull (CAVE), Scott Koehler (CDA Controller);

**Voting Members Absent:** Kevin Webber (Retail), Garrett Portra (Grand Valley AVA winery), Aaron Steinke (wholesaler), Candice Mohr (At-large Winery)

### Agenda

3. Agenda approved as submitted.

### Approval of Minutes

4. Larry Oddo asked for approval of minutes from September 2.
  - a. Tammie Thompson-Booker moved to approve the meeting minutes from the September 2, 2021 meeting.
    - i. Juliann Adams seconded.
    - ii. The motion passed unanimously.
    - iii. The minutes from September 2 were approved.

### Fiscal Report

5. Doug Caskey presented the fiscal report for Fiscal Year 2021.

- a. Provided an overview of the budget.
- b. Scott Koehler, CDA's Controller, joined the meeting and answered various financial questions.

#### CAVE Update

6. Cassidee Shull provided an update on CAVE activities.
  - a. Winefest celebrated 30 anniversary and sold out both days.
  - b. Art contest deadline January 7.
  - c. Tasting room management workshop in Denver on Nov. 5.
  - d. Amateur winemaking competition is October 15.
  - e. VinCO at the Doubletree in Grand Junction on January 18-20, 2022.

#### Marketing Update

7. Larry Oddo asked for an update on marketing efforts.
  - a. Doug presented updates:
    - i. CO Proud funding plan:
      1. Colorado UnCorked chef reimbursement
      2. Spring media buy
      3. Spring media trip
    - ii. Various recent articles, including:  
<https://www.foodandwine.com/travel/colorado-grand-valley-is-t-he-new-sonoma>
  - b. John Fielder photo project update
    - i. Some photos appeared in Wine Enthusiast
    - ii. John will be at Colorado Uncorked
    - iii. Photos later this year
  - c. CO uncorked update
    - i. vaccination or negative test required
    - ii. comps for CWIDB members
    - iii. Sold 300/450 total tickets currently sold.
  - d. Possibility of an outdoor spring tasting event - further discussion needed.

#### Colorado State University Update

8. Larry Oddo requested an update from CSU
  - a. Dr. Horst Caspari provided an update on viticulture activities.

- i. Hardy varieties coming in. Some vinifera, but not much.
  - ii. Testing cold hardiness of buds.
  - iii. Cool temperatures will help acclimation.
- b. Dr. Caspari said Rob Blundell has been busy updating fact sheets; he has a presentation this morning and couldn't be at the meeting.

Quality/Education Update

9. Doug Caskey stated there is no update on the wine specialist program.

Legislative Update

10. Larry Oddo asked for the legislative report.
- a. Doug Caskey provided an update on legislation
    - i. United States Postal Service (USPS) Shipping Equity Act (H.R. 3287/S. 1663)
    - ii. Industry Opportunity to Comment on TTB Information Collection

Staff Report

11. Doug Caskey provided staff update
- a. Business Development Survey report - not much response
  - b. Spotted Lanternfly identified in Kansas and possibly Boulder  
CSU Fact Sheet

Public Comments

12. No public comments.

New Business

13. No new business.

Next Meeting Dates

14. Doug Caskey inquired about availability of directors for future meeting dates
- a. Dec 2
  - b. January 17, 2022 in person in Grand Junction (Doubletree?)

Adjournment

15. The agenda was complete and the meeting was adjourned at 10:51 am.



Candice Mohr  
Secretary, CWIDB