



COLORADO WINE INDUSTRY DEVELOPMENT BOARD
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COLORADO WINE INDUSTRY DEVELOPMENT BOARD

REGULAR MEETING MINUTES

CONFERENCE CALL

MARCH 03, 2022

Opening

1. Tom Bueb, Chair, called the meeting to order at 9:02 AM on Thursday, March 03, 2022.

Introduction of those present

2. Tom Bueb asked for those attending to introduce themselves.

CWIDB Staff Attending in person: Doug Caskey (executive director);

CWIDB Staff Attending via Zoom: Kyle Schlachter (marketing coordinator); Chuck Kooyman (AG's Office)

Colorado State University Staff Attending via Zoom: Dr. Horst Caspari (Colorado State University);

Voting Members Attending in person: Tom Bueb (At-large Winery);

Voting Members Attending via Zoom: Joe Buckel (Western Slope winery), Adrian Miller (Public *ex officio*), Larry Oddo (Front Range Winery), Aaron Steinke (wholesaler), Juliann Adams (Grower), Kevin Webber (Retail), Garrett Portra (Grand Valley AVA winery), Candice Mohr (At-large Winery);

Voting Members absent: David Jenkins (wholesaler), Tammie Thompson-Booker (Tourism *ex officio*), vacant (CSU *ex officio*);

Guests attending via Zoom: Ali Chiafery (VocaPR), Cassidee Shull (CAVE), Matt Neren (Cultivator Ad + Design)

Agenda

3. Tom Bueb asked for approval of the Agenda.
 - a. Candice Mohr moved to approve the agenda as presented.
 - i. Juliann Adams seconded.
 - ii. The motion passed unanimously.
 - b. The agenda was approved as submitted.

Approval of Minutes

4. Tom Bueb asked for approval of minutes from January 17, 2022.
 - a. Juliann Adams moved to approve the meeting minutes from the January

17, 2022 meeting.

- i. Garret Portra seconded.
- ii. The motion passed unanimously.

b. The minutes from January 17, 2022 were approved.

Boards and Commissions protocol update

5. Doug Caskey presented the new Boards and Commissions protocols

- a. The Governor has lifted vaccination attestation requirements.
- b. Meetings can be in-person again.
- c. Will plan on continuing the process of monthly virtual meetings with 2 or 3 in-person meetings per year.

Fiscal Report

6. Doug Caskey presented the fiscal report for Fiscal Year 2022 through January 2022.

- a. Encumbrances are up, only because CSU is fully encumbered.
- b. Net position is down slightly from last year, but still healthy.
- c. Revenue was almost equal to the previous year.

CAVE Update

7. Cassidee Shull provided an update on CAVE activities.

- a. VinCO was very well attended and received in January as well as virtual VinCO in February.
- b. VinCO is moving back to the Two Rivers Convention Center on Jan. 16-19, 2023.
- c. Winefest tickets are selling well.
- d. Winery application deadline is March 18th.
- e. There will be a limit of 50 wineries able to participate.
- f. Bringing back Colorado Wine Week Sept 11-18.
- g. Barrel into Spring tickets sold out and the event will feature 7 wineries.
- h. Applying for a tourism management grant through CTO.

Marketing Update

8. Tom Bueb asked for an update on marketing efforts.

- a. Doug presented an update on the Media trip.
 - i. Will visit the Grand Junction area April 25-28.
 - ii. 7 confirmed media and 3 likely media.

- b. Andi Baum, with Explore Communications, presented an update on media buys.
 - i. Previously ran a Wine Enthusiast Magazine ad and geo-targeted digital ads.
 - ii. For the Colorado Proud grant.
 - 1. Planning on starting in April
 - a. Radio
 - i. KBCO
 - ii. CPR
 - b. Print
 - i. Urban Spectrum
 - ii. La Voz
 - c. Digital
 - i. OpenSnow eblast
 - ii. OpenSummit eblast
 - d. Considered, but not recommended
 - i. extend geo-fencing
 - ii. additional print/radio
 - iii. Wine Enthusiast
 - 2. Entire budget would be just above \$20,000
- c. Doug Caskey presented an update for the Taste of Vail, April 6-9
 - i. Participating in 4 main tastings
 - ii. Plus a CO Wine seminar
- d. Event dates proposal
 - i. Governor's Cup Judging: Aug. 19-21
 - ii. Colorado UnCOrked: Nov. 4 at History Colorado Center

Colorado State University Update

- 9. Tom Bueb requested an update from CSU
 - a. Dr. Horst Caspari provided an update on viticulture activities.
 - i. Presented 6-month report.
 - ii. Soil Health seminar on March 4, 2022 starting at 9:00 am.
 - iii. The Extension Specialist position closes March 14.

1. Only one applicant currently.

Quality/Education Update

10. Tom Bueb requested an update from the quality/education committee.
 - a. Doug Caskey mentioned an update to Specialty Crop Block Grants.
 - i. Doug submitted a change in scope in order to purchase weather stations.
 - ii. Peter Goble has submitted a new SCBG for further weather stations.
 - iii. Dr. Horst Caspari has submitted a proposal for researching agrivoltaics.
 - b. Doug Caskey mentioned a possibility of bringing Joel Perez to Colorado at the end of March
 - c. Kyle Schlachter provided a brief update on hybrid cultivar camps.
 - d. Doug Caskey presented the FSMA one-pager produced by CDPHE.

Legislative Update

11. Tom Bueb asked for a legislative update.
 - a. Doug Caskey provided an update on the Vintners Restaurant direct shipping bill, [SB22-132](#).
 - i. Candice Mohr moved to have Doug Caskey draft a letter for support if it is allowed or if not white paper.
 1. Adrian Miller seconded the motion.
 2. Kevin Webber abstained from voting.
 3. The motion passed unanimously with Kevin Webber abstaining.
 4. Doug Caskey will inquire about the ability to write a letter of support and will begin crafting the letter or a white paper.
 - b. Doug Caskey mentioned the proposed Producer Responsibility Organization and Substance Abuse Enterprise Bills
 - c. Doug Caskey mentioned SB21-87 rules update from the CFGA conference.

Staff Report

12. Doug Caskey provided a staff update.
 - a. Doug Caskey mentioned he will host a TiPS training session on March 18th.
 - b. Kyle Schlachter mentioned that Wine Enthusiast should be publishing the

reviews of all CO wines submitted in 2021 in the April issue.

Public Comments

13. No public comments.

New Business

14. No new business

Next Meeting Dates

15. Doug Caskey inquired about availability of directors for future meeting dates

- a. April 7.
- b. May 5, in person at CDA in Broomfield.
- c. June 2.
 - i. Candice and Kevin's terms expire June 30, 2022. Both can reapply.

Adjournment

16. The agenda was complete and the meeting was adjourned at 10:57 am.



Candice Mohr - Secretary
Colorado Wine Industry Development Board