



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

CONFERENCE CALL

JANUARY 17, 2022

Opening

1. Tom Bueb, Chair, called the meeting to order at 1:02 PM on Monday, January 17, 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);

Colorado State University Staff Attending in person: Dr. Horst Caspari (Colorado State University);

Colorado State University Staff Attending via Zoom: Gene Kelly (Ag Experiment Service) filling in for the vacant CSU *ex officio* position;

Voting Members Attending in person: Tom Bueb (At-large Winery), Juliann Adams (Grower), Kevin Webber (Retail), Garrett Portra (Grand Valley AVA winery), Tammie Thompson-Booker (Tourism *ex officio*), Candice Mohr (At-large Winery);

Voting Members Attending via Zoom: Joe Buckel (Western Slope winery), David Jenkins (wholesaler), Adrian Miller (Public *ex officio*), Larry Oddo (Front Range Winery), Aaron Steinke (wholesaler);

Guests attending in person: Jenne Baldwin-Eaton (WCCC), Phil Paton (The Peachfork and CAVE Board of Directors);

Guests attending via Zoom: Ali Chiafery (CocaPR), Cassidee Shull (CAVE), Lucy Weber (Cultivator Ad + Design)

Agenda

3. Tom Bueb asked for approval of the Agenda.
 - a. Kevin Webber moved to approve the agenda as presented.
 - i. Tammie Thompson-Booker 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 December 2, 2021.
 - a. Kevin Webber moved to approve the meeting minutes from the October 6, 2021 meeting.
 - i. Garret Portra seconded.
 - ii. The motion passed unanimously.
 - b. The minutes from December 2 were approved.

Fiscal Report

5. Doug Caskey presented the fiscal report for Fiscal Year 2022 through December 2021.
 - a. Encumbrances are up, only because CSU is fully encumbered.
 - b. Change in CDA business operations.
 - i. Procurement director left.
 - ii. Controller also left.
 - iii. Chief Financial Officer also left.
 - c. Revenue almost equal to previous year (down \$20, but also UnCorked revenue not reflected).
 - d. No expenses from CSU for Viticulture Extension Specialist position because all invoices have incorrectly invoiced everything to CAVE.

CAVE Update

6. Cassidee Shull provided an update on CAVE activities.
 - a. VinCO kicks off on Tuesday January 18.
 - b. CAVE board this morning and elected the same officers as the previous year.
 - c. WineFest art contest up and running.
 - d. WineFest ticket sales strong - VIP sold out and GA with 2,000 tickets sold. New title sponsor - Fisher's Liquor Barn.

Marketing Update

7. Tom Bueb asked for an update on marketing efforts.
 - a. Doug presented an update on the Media trip.
 - i. Focusing on Governor's Cup Collection wines.
 - ii. Will visit the Grand Junction area April 25-28.
 - iii. 10-12 media and 3 staff.
 - iv. Out of state guests fly directly to Grand Junction and Denver-area

media will fly on state plane to Grand Junction.

- b. Kevin Webber presented an update from the marketing committee meeting on Jan. 4
 - i. Awareness could still be improved
 - ii. Focus on specific consumer events.
 - 1. Taste of Vail
 - 2. Aspen Food and Wine Classic
- c. Ali Chiafery presented a Public Relations update
 - i. Lots of positive publicity
 - ii. Suggestions on using CO Proud grant funds
 - 1. Aspen Food & Wine Classic might be too expensive and without a local focus.
 - 2. Taste of Vail would probably be a better event for CWIDB this year. Potential sponsorship of \$2500-3000.
 - 3. Kevin Webber moved to direct staff to continue exploring the opportunity to participate in consumer facing awareness events like Taste of Vail and not spend more than the half the amount budgeted in the CO Proud grant funds (up to \$10,000).
 - a. Candice Mohr seconded the motion.
 - b. The motion passed unanimously.
 - c. Staff and the PR team will continue to explore these options.
- d. Lucy Weber presented updates from Cultivator
 - i. Web traffic overview
 - 1. 35,000 visitors
 - 2. 90% new visitors
 - ii. Media tactic recommendations from Explore
 - 1. KBCO package - \$7125
 - 2. Open Snow promotion - \$6977
 - 3. Geofencing digital - \$5898
 - 4. Kevin Webber moved to direct staff to explore a partnership with Open Snow with intent to attempt to run something with the spring rate.

- a. Juliann Adams seconded.
 - b. Motion withdrawn by Kevin and Juliann.
5. Kevin Webber directed staff to explore a partnership with Open Snow as opposed to either KBCO or continuing the digital geofencing with the balance of the media buy budget.
- a. Juliann Adams seconded the motion.
 - b. The motion passed unanimously.
 - c. Staff will continue to pursue a partnership with Open Snow.

Colorado State University Update

8. Tom Bueb requested an update from CSU
- a. Dr. Horst Caspari provided an update on viticulture activities.
 - i. Weather has been very kind - no cold events.
 - ii. Reported on two climate stations.
 - iii. Doug Caskey mentioned that there may be more SCBG funds towards more weather stations as long as each station is less than \$5000.
 - iv. Tammie Thompson-Booker moved the Board to spend any leftover Vit Extension Specialist grant funds for a weather station in Montezuma County.
 - 1. Garret Portra seconded.
 - 2. The motion passed unanimously.
 - 3. Staff will move to redirect Vit Extension funding towards a weather station in Montezuma County.
 - b. Gene Kelly provided an update on the CSU positions.
 - i. Gene is filling in for Jessica Davis and a permanent ex officio appointment should be named soon.
 - ii. CJ Mucklow's Extension Director position is open.
 - iii. Greg Litus' position as manager of Orchard Mesa station is open.
 - iv. Vit Extension position has not been posted yet, but should be soon.

Quality/Education Update

9. Tom Bueb requested an update from the quality/education committee.
- a. Doug Caskey mentioned soil health seminar on March 4 in partnership

with the CDA conservation services division.

- b. Doug Caskey mentioned the CDPHE guidance on new FSMA requirements. Garrett and Kevin volunteered to review the document.
- c. Doug Caskey mentioned an opportunity for wineries to work with VinTel; Ashley Hausman, MW's new consulting program. Board consensus was to not promote any private businesses to wineries.

Legislative Update

- 10. Tom Bueb asked for a legislative update.
 - a. Doug Caskey mentioned that he has heard of the possibility of a Dept of Revenue bill to revamp the liquor code.
 - b. Kevin Webber mentioned Carboy and Two Rivers Wineries are proposing a bill to allow Vintners' Restaurants to obtain a direct shipper's permit to ship within Colorado.

Staff Report

- 11. Doug Caskey provided a staff update.
 - a. Possible website additions will be considered for FY2023.
 - i. Mapping feature to locate activities near wineries (ski resorts, national parks, etc.) - \$15,000 budget from Cultivator
 - ii. "What kind of wine should I try?" personality quiz on the website. - \$10,000 budget from Cultivator.
 - b. Juliann Adams moved for the Board to apply for the SCBG to purchase five weather stations for a total of \$25,000 funding.
 - i. Kevin Webber seconded the motion.
 - ii. The motion passed unanimously.
 - iii. The Board will apply for a SCBG to purchase five new weather stations.
 - c. Kyle Schlachter reminded the board that the deadline for Wine Enthusiast submissions for the June issue is January 21.
 - i. Several wineries mentioned they received notification of reviews the previous week.
 - ii. Wine Enthusiast editor noted all CO wines submitted in 2021 will have reviews appear in the April issue.

Public Comments

- 12. No public comments.

New Business

13. Tom Bueb asked if any director had any new business.
 - a. Candice mentioned that she attended the Stock Show last week and that there was a wine bar.
 - i. Candice Mohr moved to direct staff to explore the possibility of featuring Colorado wine at the Stock Show in 2023.
 1. Tammy Thompson-Booker seconded the motion.
 2. The motion passed unanimously.
 3. Staff will have those discussions.
 - b. Adrian Miller asked to keep diversity in mind when it comes to media buys.

Next Meeting Dates

14. Doug Caskey inquired about availability of directors for future meeting dates
 - a. March 3.
 - b. April 7.
 - c. May 5, in person at CDA in Broomfield.
 - d. June 2.

Adjournment

15. The agenda was complete and the meeting was adjourned at 4:11 pm.



Candice Mohr - Secretary
Colorado Wine Industry Development Board