



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

CONFERENCE CALL

APRIL 07, 2022

Opening

1. Tom Bueb, Chair, called the meeting to order at 9:02 AM on Thursday, April 07, 2022.

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: Tom Bueb (At-large Winery), Larry Oddo (Front Range Winery), Juliann Adams (Grower), Kevin Webber (Retail), Garrett Portra (Grand Valley AVA winery), Adrian Miller (Public *ex officio*), Candice Mohr (At-large Winery);

Voting Members absent: David Jenkins (wholesaler), Joe Buckel (Western Slope winery), Tammie Thompson-Booker (Tourism *ex officio*), Aaron Steinke (wholesaler), vacant (CSU *ex officio*);

Guests attending via Zoom: Cassidee Shull (CAVE), Chuck Kooyman (AG office),

Agenda

3. Tom Bueb asked for approval of the Agenda.
 - a. Juliann Adams moved to approve the agenda as presented.
 - i. Larry Oddo 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 March 03, 2022.
 - a. Larry Oddo moved to approve the meeting minutes from the March 03, 2022 meeting.
 - i. Kevin Webber seconded.
 - ii. The motion passed unanimously.

- b. The minutes from March 03, 2022 were approved.

Fiscal Report

- 5. Doug Caskey presented the fiscal report for Fiscal Year 2022 through March 2022.
 - a. Fund balance up because revenue from previous year was not deferred.
 - b. Encumbrances are still high.
 - c. Net position down, but still healthy.
 - d. Revenue down by 0.4%.
 - e. Larry Oddo mentioned a concern that research and quality spending may be less than required $\frac{1}{3}$ spending defined in statute.

CAVE Update

- 6. Cassidee Shull provided an update on CAVE activities.
 - a. Sensory analysis seminar was well attended.
 - b. Tasting room staff training will be on May 2.
 - c. Passport program not accepted for CTO grant.
 - d. VinCO 2022 registration will open in October.
 - e. CAVE membership survey out through April.
 - f. CO Wine Week will be statewide Sept 11-18, 2022.
 - g. CAVE will oppose HB22-1159 (Producer responsibility program for statewide recycling).

Marketing Update

- 7. 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. Doug presented an update on media buys.
 - i. For the Colorado Proud grant.
 - 1. Planning on starting in April
 - a. Radio - KBCO
 - b. Print - Urban Spectrum and La Voz
 - c. Digital - OpenSnow and OpenSummit eblast
 - c. Event dates proposal

- i. Governor's Cup Judging: Aug. 19-21
- ii. Colorado UnCOrked: Nov. 4 at History Colorado Center

Colorado State University Update

- 8. Tom Bueb requested an update from CSU
 - a. Doug Caskey provided an update on the Viticulture Extension Specialist position
 - i. Two applicants - one not qualified and one very qualified and will be offered the position.
 - b. Dr. Horst Caspari provided an update on viticulture activities.
 - i. Budbreak is coming soon.
 - ii. Went from most cold hardiness ever to not hardy very quickly due to recent warm weather.

Quality/Education Update

- 9. Tom Bueb requested an update from the quality/education committee.
 - a. Doug Caskey mentioned an update to Specialty Crop Block Grants.
 - i. Doug asked if there was still interest in bringing in Joel Perez to conduct viticulture seminars.
 - 1. Juliann Adams to bring Joel Perez in to conduct viticulture seminars.
 - a. Kevin Webber seconded the motion.
 - b. The motion passed unanimously.
 - 2. Doug Caskey will finalize contract with Joel Perez.

Legislative Update

- 10. Tom Bueb asked for a legislative update.
 - a. Doug Caskey mentioned the lawsuit against the farm worker rules at the direction of SB21-087.

Staff Report

- 11. Doug Caskey provided a staff update.
 - a. Doug Caskey mentioned he has been asked for ways to create measurables for CDA's wildly important goals.
 - i. Difficult because we can affect awareness, but new marketing channels have to do with individual wineries.
 - ii. Kevin Webber suggested that a trade tasting might be one option.
 - b. Kyle Schlachter mentioned that Wine Enthusiast published the April issue

scores online.

- i. There were 55 CO wine reviews published
 - ii. Scores ranging from 91-83. The average was 87.4.
 - iii. Supposedly another round of reviews in the June issue.
- c. Doug Caskey suggested a few ways CWIDB could align with CDA goals.
- i. Workforce development program
 - ii. Zero Food Print donation.

Public Comments

12. No public comments.

New Business

13. Cassidee Shull mentioned she has had a media inquiry if there are any Asian/Pacific Islander female owned or operated wineries.

Next Meeting Dates

14. Doug Caskey inquired about availability of directors for future meeting dates
- a. May 5, in person at CDA in Broomfield.
 - b. June 2.
 - i. Candice and Kevin's terms expire June 30, 2022. Both can reapply.

Adjournment

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



Candice Mohr
Secretary, CWIDB