



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

**CO DEPT. OF AG, BROOMFIELD, CO**

**AUGUST 11, 2022**

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### Opening

1. Tom Bueb, Chair, called the meeting to order at 9:09 AM on Thursday, August 11, 2022.

### Introduction of those present

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

**CWIDB Staff Attending in Person:** Doug Caskey (executive director), Kyle Schlachter (marketing coordinator), Chuck Kooyman (AG Office), Jenifer Gurr (CDA CAO), Kate Greenberg (CDA Commissioner);

**Colorado State University Staff Attending via Zoom:** Dr. Horst Caspari (Colorado State University), Charlotte Oliver (Colorado State University);

**Voting Members Attending in person:** Tom Bueb (At-large Winery), Garrett Portra (Grand Valley AVA winery), Candice Mohr (At-large Winery), Juliann Adams (Grower), Kevin Webber (Retail), Dr. Mengmeng Gu (CSU *ex officio*), Joe Buckel (Western Slope winery);

**Voting Members Attending via Zoom:** Larry Oddo (Front Range Winery), Aaron Steinke (wholesaler), Tammie Thompson-Booker (Tourism *ex officio*), David Jenkins (wholesaler), Adrian Miller (Public *ex officio*);

**Voting Members absent:** none

**Guests attending via Zoom after executive session:** Cassidee Shull (CAVE), Courtney Lis (VocaPR), Ali Chiafery (VocaPR), Matt Neren (Cultivator), Lucy Hebb (Cultivator), Andi Baum (Explore), Mindy Gantner (Explore), Zack Lewison (Sonnenalp Vail Sommelier);

### Agenda

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

### State-mandated Board Compliance Training

4. Tom Bueb asked for a motion to enter into executive session.
  - a. Garret Portra moved that the CO Wine Industry Development Board enter into executive session pursuant to Title 24, Article 6, Paragraph 402, Section 3, Sub-section (a)II CRS, for purposes of receiving legal advice on specific legal questions and operating procedures.
    - i. Juliann Adams seconded.
    - ii. The motion passed unanimously with 9 members voting in the affirmative and 0 voting in the negative.
    - iii. The Board entered executive session at 9:14 am.
    - iv. The Board closed the executive session and returned to open session at 10:06 am.
  - b. Doug Caskey introduced the Chief Administrative Officer at CDA for a training presentation.
    - i. Jenifer Gurr mentioned that House Bill 18-1198 requires annual compliance training on the Colorado Open Records Act and the Colorado Open Meetings Law.
    - ii. Kate Greenberg, Commissioner of Agriculture, gave a brief overview of the CO Department of Agriculture and the Wildly Important Goals of the Department:
      1. Building Economic and Supply Chain Resilience
      2. Advancing Stewardship
      3. Supporting the Next Generation of Agriculture
      4. Promoting Animal Health and Welfare

#### Approval of Minutes

5. Tom Bueb asked for approval of minutes from July 7, 2022.
  - a. Kevin Webber moved to approve the meeting minutes from the July 7, 2022 meeting.
    - i. Garret Portra seconded.
    - ii. The motion passed unanimously.
  - b. The minutes from July 7, 2022 were approved.

#### Fiscal Report

6. Doug Caskey presented the fiscal report for Fiscal Year 2022 through June 2022.
  - a. Revenue is relatively stable.
  - b. Spending:
    - i. Administrative spending is roughly 23% of total spending.

- ii. Research spending is roughly 36% of total spending.
- iii. Marketing spending is roughly 41% of total spending.
- c. The CFO has applied for \$100,000 in deferred revenue into the next fiscal year.

#### CAVE Update

- 7. Cassidee Shull provided an update on CAVE activities.
  - a. Colorado Mountain WineFest and Wine Week are right around the corner.
  - b. Full listing of events on [www.coloradowinefest.com](http://www.coloradowinefest.com)
  - c. Front Range roundtable was on Monday August 8, 2022
  - d. TTB seminar will be in November

#### Marketing Update

- 8. Tom Bueb asked for an update on marketing efforts.
  - a. Andi Baum provided an update on Explore's advertising activities for Fiscal Year 2022.
  - b. Discussion of FY23 marketing priorities and strategies.
    - i. The Board expressed a desire for Explore to develop an advertising strategy directed towards mass awareness and would like to see a focus for the fall season and an interest in keeping OpenSnow and OpenSummit.
  - c. Courtney Lis provided an update on VocaPR's public relations activities for Fiscal Year 2022.
  - d. Doug Caskey provided an update on the upcoming Governor's Cup competition
  - e. Doug Caskey provided an update on Colorado UnCOrked.

#### Colorado State University Update

- 9. Tom Bueb requested an update from CSU
  - a. Dr. Horst Caspari provided an update on viticulture activities.
    - i. Harvest has begun - earlier than last year, but generally 5-6 days behind last year in terms of ripeness.
    - ii. Free pest and disease workshop at research center on August 12 at 8:30 am.
    - iii. First session of neglected cultivar tasting has two slots available.
    - iv. Has gotten lots of media inquiries.
  - b. Dr. Mengmeng Gu introduced herself as the new CSU *ex officio* director.

### Legislative and Regulatory Update

10. Tom Bueb asked for a legislative update.
  - a. Doug Caskey presented an update on ballot initiatives.
    - i.
  - b. Doug Caskey reported to the sub-committee discussion to generate ideas for incentivizing planting of grapes.
  - c. Doug Caskey provided an update on TTB rulemaking comments.
  - d. Doug and Kyle have a meeting with LED Director Michelle Stone-Principato to discuss some potential regulatory and legislative changes.
  - e. LED has put out a call for applications to serve on the Task Force directed to be formed by Governor Polis.

### Staff Report

11. Doug Caskey provided a staff update.
  - a. Care for Colorado Coalition has messaging in August focusing on invasive species.
    - i. CDA will have one membership.
    - ii. CWIDB still involved in program.
  - b. Status report on SCBG projects
    - i. weather station redirect of funds from Vit Ext Specialist project
    - ii. Hybrid exploration project
  - c. Kyle Schlachter mentioned reviews being featured and the policy change for reviewing Colorado wines by Wine Enthusiast.

### Public Comments

12. No public comments.

### New Business

13. Kevin Webber brought up the idea of a Colorado Wine Month and to have the marketing committee discuss the idea further.

### Next Meeting Dates

14. Doug Caskey proposed the next meeting dates:
  - a. Sept. 1, 2022 at 9 AM on Zoom
  - b. Oct. 6, 2022 at 9 AM on Zoom

- c. Nov. 3, 2022 at 9 AM on Zoom
- d. Dec. 1, 2022 at 9 AM on Zoom
- e. Monday, Jan. 16, 2023 at 9 AM in person in Grand Junction (prior to PM session with Donnie Winchell?).

Adjournment

15. The agenda was complete and the meeting was adjourned at 12:34 pm.



Candice Mohr  
Secretary, CWIDB