



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

CONFERENCE CALL

JUNE 2, 2022

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### Opening

1. Tom Bueb, Chair, called the meeting to order at 9:02 AM on Wednesday, June 2, 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);

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

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

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

**Guests attending via Zoom:** Cassidee Shull (CAVE), Zack Lewison (Sonnenalp Hotel Sommelier), Matt Neren (Cultivator), Lucy Hebb (Cultivator), Meredith Kyle (Cultivator)

### 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 May 18, 2022.
  - a. Candice Mohr moved to approve the meeting minutes from the May 18,

2022 meeting.

- i. Aaron Steinke seconded.
- ii. The motion passed unanimously.
- b. The minutes from May 18, 2022 were approved.

#### Fiscal Report

5. Doug Caskey presented the fiscal report for Fiscal Year 2022 through April 2022.
  - a. No significant change since May 18 meeting
  - b. Still in strong financial position
  - c. Revenues down 2%

#### Fiscal Year 2023 Budget Discussion

6. Doug Caskey presented the proposed FY23 budget.
  - a. Proposed budget post May 18 meeting
    - i. TOTAL: \$923,600
    - ii. Would like to get budget under \$900k
  - b. Marketing team proposed to eliminate brochure design and printing
    - i. Board discussed and agreed to keep \$2,000 for miscellaneous printing
    - ii. Final proposed budget \$897,000
  - c. Kevin Webber moved to approve the proposed budget.
    - i. Garrett Portra seconded the motion.
    - ii. The motion passed unanimously.
  - d. The 2023 budget was approved.

#### CAVE Update

7. Cassidee Shull provided an update on CAVE activities.
  - a. Only 1,000 tickets remaining for Mountain WineFest.
  - b. Vendor applications for VinCO are open

#### Marketing Update

8. Tom Bueb asked for an update on marketing efforts.
  - a. Doug Caskey presented an update on the consumer survey.
    - i. Awareness was down overall, though CO wine was stable at 70%.
    - ii. Future purchase interest of CO wine was up.
  - b. Meredith Kyle with Cultivator Ad + Design presented an update on digital

strategy.

- i. Only B2C this year versus last year which also had B2B
  - ii. Web traffic up 136% since campaign began
- c. Gov's Cup updates:
- i. Gov's Cup Judging: Aug. 19-21
  - ii. UnCOrked: Nov. 4th (confirmed with History Colorado)

### Colorado State University Update

9. Tom Bueb requested an update from CSU
- a. Dr. Horst Caspari provided an update on viticulture activities.
    - i. Monique Mull is the new administrative support at Research Center
    - ii. Not much viticultural change since May 18 meeting
      - 1. Small frost event May 21
      - 2. very dry

### Legislative Update

10. Tom Bueb asked for a legislative update.
- a. Doug Caskey presented an update on legislative and regulatory matters.
    - i. HB22-1417: Liquor Enforcement Task Force bill died.
      - 1. DOR trying to make it an executive order to create a Liquor Enforcement Task Force to review and update the Liquor Code.
  - b. Doug Caskey decision items follow-up:
    - i. Inquire about the possibility of legislation to clean up some language in CWIDB statute as well as adding provision to act as a wholesaler (store wine and deliver wine for promotional purposes).
    - ii. How to encourage the use of Colorado produce? Exemption or rebate for produce tax? Farm winery license?
      - 1. Sub-committee to generate ideas, perhaps in conjunction with Brewers' Guild and Distillers' Guild?
      - 2. Kevin Webber, Garrett Portra, Julliann Adams, Cassidee Shull, and David Jenkins all volunteered to serve on a sub-committee
      - 3. Juliann Adams moved to create a subcommittee to come up with ways to encourage use of Colorado produce.

- a. Kevin Webber seconded the motion.
- b. The motion passed unanimously.
- c. A subcommittee will be formed.

Staff Report

11. Doug Caskey provided a staff update.
  - a. Website listing updates, including event listings is available for all wineries to update their profiles on coloradowine.com
  - b. Jenne Baldwin-Eaton, Kyle and Doug are going to Napa June 2-4 to interview Warren Winiarski for the CO Wine Oral History project.

Public Comments

12. Zach Lewison thanked the board for letting him attend and was looking forward to judging at the Governor's Cup Competition in August.

New Business

13. Adrian Miller mentioned he confirmed with Roaming Buffalo BBQ for the virtual tasting on Facebook on 6/22.

Next Meeting Dates

14. Doug Caskey proposed the next meeting date as July 7 with an in-person meeting August 4.

Adjournment

15. The agenda was complete and the meeting was adjourned at 11:13 am.



Candice Mohr  
Secretary, CWIDB