



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

CONFERENCE CALL

MAY 18, 2022

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### Opening

1. Tom Bueb, Chair, called the meeting to order at 10:16 AM on Wednesday, May 18, 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), Jen Hughes (Chief Financial Officer at the Colorado Department of Agriculture);

**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), Adrian Miller (Public *ex officio*), Joe Buckel (Western Slope winery), Aaron Steinke (wholesaler);

**Voting Members absent:** David Jenkins (wholesaler), Candice Mohr (At-large Winery), Tammie Thompson-Booker (Tourism *ex officio*), Juliann Adams (Grower), Kevin Webber (Retail), Larry Oddo (Front Range Winery), vacant (CSU *ex officio*);

**Guests attending via Zoom:** Cassidee Shull (CAVE), Zack Lewison (Sonnenalp Hotel Sommelier), Courtney Lis (VocaPR), Lucy Hebb (Cultivator)

### Agenda

3. Tom Bueb asked for approval of the Agenda.
  - a. Joe Buckel moved to approve the agenda as presented.
    - i. Adrian Miller 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 April 07, 2022.
  - a. Adrian Miller moved to approve the meeting minutes from the April 07, 2022 meeting.

- i. Garrett Portra seconded.
- ii. The motion passed unanimously.
- b. The minutes from April 07, 2022 were approved.

### Fiscal Report

- 5. Jen Hughes presented the fiscal report for Fiscal Year 2022 through April 2022.
  - a. Looking at changing the format of the financial reports.
  - b. Central billing allocations and indirect costs have risen.
    - i. Not controllable by CWIDB
    - ii. IT costs going up
    - iii. Risk management increased
  - c. Doug Caskey mentioned that operating cash is better in April than it was in March.
    - i. Strong shape - 109% year over year
    - ii. Revenue is about equal to the previous year
    - iii. Expenditures are up about 20%
  - d. Doug Caskey mentioned his conversation with Chuck Kooyman (AG office) regarding CWIDB finances.
    - i. Determination of the Colorado Wine Industry Development Fund not being a cash fund. Jen Hughes needs to discuss this with the state controller's office.
    - ii. Statutory requirements to “budget”  $\frac{1}{3}$  for research and  $\frac{1}{3}$  for marketing does not explicitly mean “spend.”

### Fiscal Year 2023 Budget Discussion

- 6. Doug Caskey presented the proposed FY23 budget.
  - a. Estimate of external appropriations increases to: ~\$92,000 (\$10,000 increase)
  - b. Estimate of administrative costs (including executive director salary): \$275,000
  - c. Estimate of research costs: ~\$264,000
  - d. Estimate of marketing and events costs: \$379,000
  - e. Estimate of quality costs: \$58,000
  - f. Total of research and quality costs: \$322,000
  - g. Total estimated costs: \$977,000
  - h. Total estimated revenues: \$840,000 (plus miscellaneous revenues of

\$40,000 - ticket sales, entry fees)

- i. After discussion and revisions:
  - i. External appropriations: \$92,000
  - ii. Admin: \$270,000
  - iii. Research and Quality: \$264,000
  - iv. Marketing and Events: \$333,000
  - v. TOTAL: \$925,000

#### CAVE Update

7. Cassidee Shull provided an update on CAVE activities.
  - a. Sip into Spring event
  - b. Sensory analysis training
  - c. Demand for another tasting room staff training
  - d. First ever membership survey
  - e. Moving into WineFest and CO Wine Week planning

#### Marketing Update

8. Tom Bueb asked for an update on marketing efforts.
  - a. Kyle Schlachter presented an update on the Media trip.
    - i. Visited the Grand Junction area April 25-28.
    - ii. 8 media (3 locals, 5 out of state)
    - iii. Great feedback from attendees
  - b. Courtney Lis presented an update on the 2022 (calendar year) public relations efforts.
    - i. Total PR Hits: 41
    - ii. Total Circulation: 254M
    - iii. Total Media Value: \$2.3M
  - c. Lucy Hebb presented an update on media buys.
    - i. Print ads
    - ii. Digital ads
    - iii. Social ads
  - d. NWSS wine bar proposal: \$14,250 - not recommended to be added to FY2023 marketing budget.
  - e. Consumer Survey report: data are being reviewed. Report pending.

- f. 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. Research assistant moving on.
    - ii. Generally really good conditions in vineyards.
    - iii. Estimating 60-80% crop yield this year.
    - iv. Recovery has been good in general.
  - b. Dr. Horst Caspari provided an update on the Viticulture Extension Specialist position
    - i. Charlotte Oliver will start July 1.
  - c. Doug asked if there was still interest in bringing in Joel Perez to conduct viticulture seminars given lack of interest.
    - i. There was not any interest in trying to make this work.

#### 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.
      - 2. Kevin Webber suggested he would be willing to be the industry's representative of local vinous liquors manufacturers.
  - b. Doug Caskey inquired about CDA decision items: does CWIDB want to request any legislative action for the 2023 Session? He will pursue further discussion of the first two items with CDA Legislative Liaison, Jordan Beezley.
    - i. Inquire about the possibility of applying for a wholesale license for the CWIDB/CDA vs. legislative provision? Or [an exemption](#)?
    - ii. How to encourage the use of Colorado produce? Exemption or rebate for produce tax? Farm winery license?
    - iii. Wineries as agricultural or manufacturing business for county

assessors?

- iv. Doug will continue to pursue the first two items.

Staff Report

11. Doug Caskey provided a staff update.
  - a. 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 volunteered to do a BBQ and wine tasting or Facebook post. He will follow up with Kyle to find a date and a platform.

Next Meeting Dates

14. Doug Caskey proposed the next meeting date as June 2.

Adjournment

15. The agenda was complete and the meeting was adjourned at 12:58 pm.



Candice Mohr  
Secretary, CWIDB