



**COLORADO**

**Wine Industry  
Development Board**

305 Interlocken Pkwy. | Broomfield, CO 80021 | 303.869.9177/9178

## **CWIDB MEETING MINUTES**

**ZOOM CONFERENCE CALL**

**JULY 7, 2022**

1. Tom Bueb called the meeting to order at 9:04 AM

2. Introduction of those present:

**CWIDB Staff Attending in Person:** Doug Caskey (executive director), Chuck Kooyman (AG Office);

**Colorado State University Staff Attending via Zoom:** Dr. Horst Caspari (Colorado State University); Charlotte Oliver (CSU Extension Viticulture Specialist)

**Voting Members Attending via Zoom:** Tom Bueb (At-large Winery), Joe Buckel (Western Slope Winery), Larry Oddo (Front Range Winery), Adrian Miller (Public *ex officio*), Tammie Thompson-Booker (Tourism *ex officio*), Juliann Adams (Grower), Kevin Webber (Retail), Aaron Steinke (wholesaler), Dr. Mengmeng Gu (CSU *ex officio*);

**Voting Members absent:** David Jenkins (wholesaler), Candice Mohr (At-large Winery), Garrett Portra (Grand Valley AVA winery);

3. Tom Bueb asked for the agenda to be approved.

- a. Kevin Webber moved and Juliann Adams seconded approval of the agenda.
- b. The motion passed unanimously.
- c. The meeting will follow the published agenda.

4. Tom Bueb asked for approval of the minutes from the June 2, 2022 meeting.

- a. Kevin Webber moved and Juliann Adams seconded to approve the minutes from the previous meeting.
- b. The motion passed unanimously.
- c. The minutes from the June 2, 2022 meeting stand approved.

5. Doug Caskey presented the fiscal report

- a. Preliminary numbers through June show revenue down by less than 1% and spending within budget.
  - i. Doug noted that he incurred a statutory violation due to overspending the Cultivator budget by \$5233.41, although the fund has enough to cover that amount.
- b. Doug has requested a revenue deferral of \$100,000 into FY2023 predicated

- on that much unspent revenue remaining once FY2022 is closed. If approved, that will give the Wine Fund a head start on FY2023 revenues.
- c. Doug presented the updated Central Billing numbers provided by CDA CFO Jen Hughes July 6th for the “External Administration” costs.
    - i. The legal budget will push the external admin total from the \$90,292, approved during the June meeting, to \$122,442.
    - ii. The CWIDB’s share of the Vit Extension Specialist position will be \$33,949 instead of the previously approved \$50,000.
  - d. Kevin Webber moved and Tammie Thompson-Booker seconded to approve the revised budget as presented.
  - e. The motion passed unanimously.
  - f. The new FY2023 CWIDB budget will be \$913,766.06.
6. Juliann Adams presented the CAVE update in Cassidee Shull’s absence.
- a. CAVE will host a Meet and Greet for Charlotte Oliver, CSU Extension’s new Viticulture Specialist, on July 11th at the Orchard Mesa Research Station.
  - b. August 8th the CAVE board of directors will host a lunch for members on the Front Range.
  - c. CAVE has created a text alert system to distribute information to members.
  - d. VinCO will be Jan. 16-19 at the Two Rivers Convention Center in Grand Junction.
  - e. The amateur winemaking competition is accepting applications.
7. Doug presented the marketing updates:
- a. The industry responses to taking the brochure digital have been generally positive.
  - b. Gov’s Cup updates:
    - i. The CWIDB will hopefully have enough volunteers for the Governor’s Cup judging not to need additional staff;
    - ii. The CWIDB is hiring an event coordinator for UnCOrked in November.
8. Tom Bueb called for an update from CSU.
- a. Horst Caspari reported that:
    - i. his annual report is in meeting folder;
    - ii. preliminary evidence suggests this year’s harvest will be 50-75% of average yield due to prior year’s damage;
    - iii. no sign of pests or disease as yet: it’s been too hot for powdery mildew;

- iv. Horst anticipates harvest to begin late July or early August—earlier than normal.
  - b. Charlotte Oliver, the new Extension Viticulture Specialist, started last week, and is working with Horst to get her programs underway.
  - c. During the meeting, Doug and Horst received word from Peter Bennett Goble with CSU’s Climate Center that although the funding to purchase weather stations out of unspent SCBG funds for the Viticulture Specialist position was approved by the USDA-AMS, supply chain issues may delay the arrival of the equipment past the deadline to spend the funds, September 29, 2022.
    - i. Doug will investigate alternatives.
9. Tom Bueb requested the report on Legislative and Regulatory matters.
- a. Doug gave an overview of recent discussions with the Liquor Enforcement Division director, Michelle Stone-Principato:
    - i. She objected to the process for acquiring and storing promotional wine that the CWIDB had been following since it was suggested by a previous LED director.
      - 1. Doug has requested a meeting with Commissioner Greenberg to initiate communication at the Cabinet level with the DOR executive director to explore possible alternatives.
    - ii. Chuck Kooyman reached out to the DOR attorney about Michelle’s saying limited wineries would not be able to wholesale to the new grocery store beer and wine license that Init. 115, now replaced by Init. 121, would create. That discussion will wait until after LED’s current rulemaking process.
  - b. Juliann Adams gave a report on the Legislative Sub-Committee’s discussion of incentivizing the use of Colorado produce.
    - i. The group advocated for incentivizing planting more grapes in Colorado to ease the current shortage of supply.
    - ii. CWIDB staff will explore funding opportunities such as those offered in Ohio and New Mexico.
    - iii. Staff will also explore ways to extend crop insurance for grapes beyond Mesa County.
  - c. Doug asked if the CWIDB wanted to sign on to position letters that WineAmerica is issuing to the TTB for two rulemaking issues:
    - i. Regarding changing or eliminating the federal rules for standards of fill:
      - 1. Larry Oddo moved and Juliann Adams seconded that the CWIDB sign on to WineAmerica’s opposition to changing or eliminating

the federal standards of fill rules.

2. The CWIDB will support WineAmerica's opposition to this rule change.
- ii. Regarding altering the labeling rules to allow acknowledgement of the use spirits when fortifying wines:
  1. Juliann Adams moved and Larry Oddo seconded that the CWIDB should sign on to WineAmerica's support of this proposed change.
  2. The CWIDB will sign on to WineAmerica's support of allowing labels to acknowledge the use of spirits in the fortification process.

10. Doug presented the staff update:

- a. SCBG projects:
  - i. weather station redirect of funds from Vit Ext Specialist grant was discussed earlier in the meeting;
  - ii. The CWIDB will host an exploration and tasting of cold-tolerant hybrids pursuant to a SCBG received for the 2022 Federal Fiscal Year on August 11th at the CDA offices in Broomfield after the CWIDB meeting that morning.
- b. Doug announced that he will retire at the end of June 2023. The CWIDB preferred to hire his replacement before that time so that Doug can train the person before he leaves.
- c. Adrian mentioned the successful livestream presentation of wine and BBQ with Rachael Webb from Roaming Buffalo BBQ joined by Garrett Portra from Carlson Vineyards and Bo Felton from Colterris.
- d. Doug inquired about a French chef to do a livestream on July 13th for Bastille Day. Juliann will put him in touch with John Barbier.

11. There were no public comments.

12. There was no new business.

13. Next Meetings

- a. The CWIDB will meet in person at CDA, 305 Interlocken Pkwy, Broomfield, CO 80021 on Aug. 11, 2022 at 9 AM. Zoom will also be available.
  - i. The board will be in executive session for the first hour of the meeting for annual board compliance training for all voting members.
  - ii. Doug reminded members that new State rules require a recently signed W-9 from anyone claiming travel reimbursement.
- b. Subsequent meetings include:
  - i. Sept. 1, 2022 at 9 AM on Zoom

- ii. Oct. 6, 2022 at 9 AM on Zoom
- iii. Nov. 3, 2022 at 9 AM on Zoom
- iv. Dec. 1, 2022 at 9 AM on Zoom
- v. Monday, Jan. 16, 2023 at 9 AM in person in Grand Junction. Horst will reserve the meeting room at Orchard Mesa for that meeting.

14. The agenda being completed, Tom adjourned the meeting at 10:35 AM.



Candice Mohr  
Secretary, CWIDB