



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

CONFERENCE CALL

SEPTEMBER 1, 2022

Opening

1. Tom Bueb, Chair, called the meeting to order at 9:12 AM on Thursday, September 1, 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), Chuck Kooyman (AG Office);

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

Voting Members Attending via Zoom: Tom Bueb (At-large Winery), Candice Mohr (At-large Winery), Dr. Mengmeng Gu (CSU *ex officio*), Larry Oddo (Front Range Winery), Adrian Miller (Public *ex officio*), David Jenkins (wholesaler), Tammie Thompson-Booker (Tourism *ex officio*);

Voting Members absent: Aaron Steinke (wholesaler), Joe Buckel (Western Slope winery), Juliann Adams (Grower), Kevin Webber (Retail), Garrett Portra (Grand Valley AVA winery);

Guests attending via Zoom: Cassidee Shull (CAVE), Andi Baum (Explore);

Agenda

3. Tom Bueb asked for approval of the Agenda.
 - a. Larry Oddo 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 August 11, 2022.
 - a. Adrian Miller moved to approve the meeting minutes from the August 11, 2022 meeting.
 - i. Larry Oddo seconded.

- ii. The motion passed unanimously.
- b. The minutes from July 7, 2022 were approved.

Fiscal Report

- 5. Doug Caskey presented the fiscal report for Fiscal Year 2022 through July 2022.
 - a. \$100,000 in deferred revenue into the next fiscal year now shows up.
 - b. Miscellaneous sales are higher than expected (mostly competition entry fees; Doug will investigate where the additional funds may have come from).
 - c. Doug Caskey pointed out an apparent discrepancy in production and grape tax paid the past two years, suggesting that wineries may not be paying on out-of-state grapes or out-of-state juice.

Marketing Update

- 6. Tom Bueb asked for an update on marketing efforts.
 - a. Andi Baum presented three options based on the Board's direction towards mass awareness and would like to see a focus for the fall season and an interest in keeping OpenSnow and OpenSummit.
 - i. A1 - DIA with Train Station, 4 Billboards, Digital, OpenSnow
 - ii. A2 - DIA with tension banners, 4 Billboards, Digital, OpenSnow
 - iii. B - 7 Billboards, Digital, Social, Open Snow
 - b. Larry Oddo moved to direct Explore to pursue option A1.
 - i. Adrian Miller seconded.
 - ii. Motion passed unanimously.

Explore will continue with Option A1.

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
 - c. VinCO will be back at the Convention Center in Grand Junction.
 - d. Applying for CTO grant.
 - e. Applied for Governor proclamation for Colorado Wine Week.
 - f. Update on Wine Festival limit issue with new interpretation of 9 festival cap on participants by LED.

Colorado State University Update

- 8. Tom Bueb requested an update from CSU

- a. Dr. Horst Caspari was not on to provide an update on viticulture activities.
- b. Dr. Charlotte Oliver had to leave early, but left a note in the chat about CSU starting their series of tastings of productive but lesser known cultivars going well.

Legislative and Regulatory Update

9. Tom Bueb asked for a legislative update.
 - a. Doug Caskey presented an update on ballot initiatives.
 - i. Three measures pertaining to alcohol sales will be on the November ballot.
 - ii. Will work with attorney to draft language for wineries/CWIDB to use regarding the ballot initiatives.
 - b. Doug Caskey asked if the Board would like to sign on to WineAmerica support of USPS Shipping Equity Act?
 - i. No motion was made to sign on.

Staff Report

10. Doug Caskey provided a staff update.
 - a. Doug mentioned that the CTO's Tourism Marketing Matching Grant applications open Sept. 1 - Oct. 20, 2022 for projects during calendar year 2023. Up to \$40,000 grant with 1:2 match.
 - i. Larry Oddo moved to direct staff to apply for a CTO Marketing Matching Grant for up to \$30,000 of funding for a media tour.
 1. Candice Mohr seconded.
 2. The motion passed unanimously.
 3. Staff will draft an application for the CTO Marketing Matching Grant for a media tour.
 - b. Kyle Schlachter mentioned the Governor's Cup Competition had 279 entries from 39 wineries resulting in 13 Double Gold medals, 13 Gold medals, 110 Silver medals, 114 Bronze medals, and 29 no medals.

Public Comments

11. No public comments.

New Business

12. No new business.

Next Meeting Dates

13. 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.
 - i. Adrian Miller pointed out that the CWIDB meeting ahead of VinCO is once again scheduled for Martin Luther King, Jr. Day.

Adjournment

14. The agenda was complete and the meeting was adjourned at 11:06 pm.



Candice Mohr
Secretary, CWIDB