



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

CONFERENCE CALL

NOVEMBER 17, 2022

Opening

1. Tom Bueb, Chair, called the meeting to order at 9:03 AM on Thursday, November 17, 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), Jordan Beezley (CDA Deputy Commissioner of External Affairs), Bev Zubke (CDA), Chuck Kooyman (AG's 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), Aaron Steinke (wholesaler), Juliann Adams (Grower), Kevin Webber (Retail), Garrett Portra (Grand Valley AVA winery);

Voting Members absent: Joe Buckel (Western Slope winery), Tammie Thompson-Booker (Tourism *ex officio*);

Guests attending via Zoom: Cassidee Shull (CAVE), Libby Geboy (student);

Agenda

3. Tom Bueb asked for approval of the Agenda.
 - a. Kevin Webber moved to approve the agenda as presented.
 - i. Adrian Miller seconded.
 - ii. The motion passed unanimously.
 - b. The agenda was approved as submitted.

Legislative and Regulatory matters

4. Tom Bueb asked Doug Caskey for an update on Legislative and Regulatory matters.
 - a. Doug Caskey provided an update on CWIDB Legislative proposal

- i. Clarify language and definitions in CWIDB statute
- ii. Adds language to clarify powers and duties
- b. DOR email re: initiating discussion of “produce tax”

Executive Session

- 5. Larry Oddo moved that the 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 legal questions pertaining to the promotional activities of the Colorado Wine Industry Development Board as described in 35-29.5-101 and 104 CRS and elsewhere, and on possible legislative proposals.
 - a. Kevin Webber seconded
 - b. The motion passed unanimously, 10-0.
 - c. The Board entered executive session at 9:21 am. All non-board members or staff were asked to leave the meeting until open session resumed
 - d. The resumed the open meeting at 9:55 am

Legislative and Regulatory matters continued

- 6. Tom Bueb asked to continue discussion on Legislative or Regulatory issues.
 - a. Jordan Beezley informed the Board of the next steps with moving forward with the proposed legislation.
 - b. Cassidee Shull and Juliann Adams updated the Board on the limit on festival permit participants bill
 - c. Doug Caskey attended the WineAmerica conference and provided an update on potential TTB regulations in process
 - i. Standards of fill
 - ii. Fortified wine labeling
 - iii. Trade Practices, comment deadline in March
 - iv. Nutritional content labeling
 - d. Ballot Initiatives outcomes:
 - i. 124, Increase Allowable Liquor Store Locations: NO
 - ii. 125, Allow Grocery and Convenience Stores to Sell Wine: YES, preliminarily
 - iii. 126, Third-Party Delivery of Alcohol Beverages: NO
 - e. Juliann Adams updated the Board on local issues with Mesa County regarding events and permitting

Approval of Minutes

7. Tom Bueb asked for approval of minutes from October 6, 2022.
 - a. Juliann Adams moved to approve the meeting minutes from the October 6, 2022 meeting.
 - i. Larry Oddo seconded.
 - ii. The motion passed unanimously.
 - b. The minutes from October 6, 2022 were approved.

Fiscal Report

8. Doug Caskey presented the fiscal report for Fiscal Year 2022 through September 2022.

CAVE Update

9. Cassidee Shull provided an update on CAVE activities.
 - a. VinCO registration open; dates for conference are January 16-19.
 - b. Accepting Awards of Excellence nominations through January 6.
 - c. CAVE Board Election underway.
 - i. 9 candidates for 3 seats
 - ii. Election closes Dec 16, 2022
 - d. WineFest tickets go on sale Cyber Monday.
 - e. Art Contest

Marketing Update

10. Tom Bueb asked for an update on marketing efforts.
 - a. Doug Caskey presented an update on [CO UnCOrked](#)
 - i. [Restaurant survey responses](#)
 - ii. [Winery survey responses](#)
 - b. Reports from VOCA and Explore
 - c. CTO Marketing Grant proposal for media trip was ineligible
 - d. CTO's [Tourism Management Grant](#), which “provides funding for tourism-related projects that develop, enhance, or manage visitor experience in Colorado” to possibly look into developing and/or targeting the connection between wine tourists and outdoor activity enthusiasts.

Staff Report

11. Tom Bueb asked for a staff update.
 - a. Jenne Baldwin-Eaton presented on the future of the Winiarski/Ivancie

Institute and WCCC

- i. There is still a gap in the donation from Mr. Winiarski and the necessary matching donations.
 1. Institute and/or WCCC proposal to provide enology education
 2. Failing that, an outright donation to the Institute.
 - ii. Hired a replacement for Jenne's position who will start in January.
 - iii. Larry Oddo moved to dedicate funds that were previously dedicated to the viticulture specialist to the Winiarski/Ivancie Institute for Viticulture and Enology for \$7200.
 1. Juliann Adams seconded the motion.
 2. The motion passed unanimously.
 3. CWIDB will provide \$7200 of funding to the Institute.
- b. Tom Lipetzky joined to discuss Doug's retirement timeline and process.
 - i. Timeline would begin February 1, 2023 to post the job in order to have a replacement beginning June 1, 2023 to allow for a month of training with Doug Caskey retiring June 30.

Colorado State University Update

12. Tom Bueb requested an update from CSU.
 - a. Dr. Horst Caspari provided an update on viticulture activities.
 - i. Vines are showing good hardiness.
 - b. Dr. Charlotte Oliver provided an update on extension specialist position.
 - i. Interaction with 42 growers in 9 counties.
 - ii. 6 news blasts with a 43% open rate.
 - iii. 62 participants in various workshops.

Public Comments

13. Tom Bueb asked for any public comment.
 - a. Libby Geboy, a student at CSU, just thanked the Board for allowing her to sit in and listen.

New Business

14. Tom Bueb asked for any new business.
 - a. Adrian Miller asked about Kosher wine and mentioned a possible Black History Month Event.
 - b. Kyle Schlachter mentioned that two Colorado wines, Carboy Blanc

LaLaLa and The Storm Cellar Rose of St Vincent appeared on RH Drexel's Top 50 wines of 2022 list that was published on JebDunnuck.com

Next Meeting Dates

15. Doug Caskey proposed the next meeting dates:
 - a. Dec. 16, 2022 at 9 AM on Zoom
 - b. Sunday, Jan. 15, 2023 at 2 PM in person in Grand Junction at CSU's Orchard Mesa.
 - c. March 2, 2023 at 9 AM on Zoom
 - d. Tentative in-person meeting April 6, 2023

Adjournment

16. The agenda was complete and the meeting was adjourned at 11:41 am.



Candice Mohr - Secretary
Colorado Wine Industry Development Board