



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

CONFERENCE CALL

OCTOBER 6, 2022

Opening

1. Tom Bueb, Chair, called the meeting to order at 9:01 AM on Thursday, October 6, 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), Aaron Steinke (wholesaler), Joe Buckel (Western Slope winery), Juliann Adams (Grower), Kevin Webber (Retail), Garrett Portra (Grand Valley AVA winery);

Voting Members absent: 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.

Executive Session

4. No Executive Session was needed so the item was skipped.

Approval of Minutes

5. Tom Bueb asked for approval of minutes from September 1, 2022.
 - a. Kevin Webber moved to approve the meeting minutes from the September 1, 2022 meeting.

- i. Juliann Adams seconded.
 - ii. The motion passed unanimously.
- b. The minutes from September 1, 2022 were approved.

Fiscal Report

- 6. Doug Caskey presented the fiscal report for Fiscal Year 2022 through August 2022 although no invoices from CSU have been received and the recent payments to Cultivator are not showing up as yet.

Marketing Update

- 7. Tom Bueb asked for an update on marketing efforts.
 - a. Doug Caskey presented an update on the timing of the upcoming advertising efforts including:
 - i. DIA with Train Station
 - ii. 4 Billboards
 - iii. Digital
 - iv. OpenSnow eblasts
 - b. Doug Caskey provided an update on Colorado Uncorked
 - i. Ticket sales were at 57%
 - ii. 13 restaurants participating
 - iii. Media event on Monday

Colorado State University Update

- 8. Tom Bueb requested an update from CSU
 - a. Dr. Horst Caspari provided an update on viticulture activities.
 - b. Dr. Charlotte Oliver said that with harvest in full swing, extension activities have been on hold until after harvest.

CAVE Update

- 9. Cassidee Shull provided an update on CAVE activities.
 - a. Colorado Mountain WineFest and Wine Week were very successful.
 - i. Next year Saturday Sept 16. Tickets go on sale on Cyber Monday.
 - ii. No changes to capacity.
 - b. Received CTO Reimagine Destinations Program grant
 - c. CAVE will attend LED rulemaking hearing on October 20, 2022 regarding the regulations regarding festival permits and outcome will determine if

CAVE will consider running legislation.

- d. 3 board seats will be open and nominations will open Nov. 4

Legislative and Regulatory Update

- 10. Tom Bueb asked for a legislative update.
 - a. Doug Caskey presented an update on legislative activities.
 - i. Continuing to look at potential CWIDB Legislative proposals
 - ii. Ballot Initiatives. [Link to Blue Book](#).
 - 1. 124, Increase Allowable Liquor Store Locations
 - 2. 125, Allow Grocery and Convenience Stores to Sell Wine
 - 3. 126, Third-Party Delivery of Alcohol Beverages
 - iii. DOR email re: initiating discussion of “produce tax”

Staff Report

- 11. Tom Bueb asked for a staff update.
 - a. Kyle Schlachter 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 and will draft an application for the CTO Marketing Matching Grant for a media tour with a focus on inviting media from specific out-of-state markets.
 - b. Kyle Schlachter mentioned he attended the CTO reception at the Travel Classics West 2022 conference and poured samples of wine from the 2021 Governor’s Cup Collection.
 - c. Doug Caskey initiated a discussion about the Winiarski/Ivancie Institute and WCCC:
 - i. Can CWIDB send out fund-raising requests to the industry email list?
 - 1. Larry Oddo suggested notifying wineries of the opportunity to make donations, but not to actually request donations.
 - ii. Is the CWIDB interested in exploring how the Institute and WCCC could fill the enology education void left after Steve Menke’s retirement?

Public Comments

- 12. Libby Geboy, a student at CSU, just thanked the Board for allowing her to sit in and listen.

New Business

- 13. No new business.

Next Meeting Dates

14. Doug Caskey proposed the next meeting dates:
 - a. Nov. 17, 2022 at 9 AM on Zoom
 - b. Dec. 16, 2022 at 9 AM on Zoom
 - c. 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

15. The agenda was complete and the meeting was adjourned at 10:30 am.



Candice Mohr - Secretary
Colorado Wine Industry Development Board