



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

CONFERENCE CALL

DECEMBER 15, 2022

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### Opening

1. Tom Bueb, Chair, called the meeting to order at 9:05 AM on Thursday, December 15, 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'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), Adrian Miller (Public *ex officio*), David Jenkins (wholesaler), Larry Oddo (Front Range Winery), Aaron Steinke (wholesaler), Juliann Adams (Grower), Kevin Webber (Retail), Dr. Mengmeng Gu (CSU *ex officio*), Joe Buckel (Western Slope winery);

**Voting Members absent:** Candice Mohr (At-large Winery), Tammie Thompson-Booker (Tourism *ex officio*), Garrett Portra (Grand Valley AVA winery);

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

### Agenda

3. Tom Bueb asked for approval of the Agenda.
  - a. Larry Oddo moved to approve the agenda, but without item 5, executive session.
    - i. Joe Buckel seconded.
    - ii. The motion passed unanimously.
  - b. The agenda was approved as amended without the executive session.

### 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. Still moving forward.

- ii. Presented to CAVE and CAVE will wait until there is final language before taking a stance.
- b. Doug Caskey mentioned that the Wine Festival regulations have been approved.
  - i. Cassidee Shull mentioned the legal opinion from legislative legal services that contradicts the regulation.
  - ii. Don't know if the committee on legal services will take a look at the result.
  - iii. Doug mentioned that there was a list of festival permits posted by LED.
- c. Juliann Adams provided an update on the first LED Liquor Advisory Group meeting.
  - i. Went over priorities.
  - ii. Briefly mentioned grocery store bill.
  - iii. The advisory Group will meet on the first Thursday of the month which conflicts with CWIDB meetings.
- d. Doug Caskey mentioned the TTB rulemaking process
  - i. Trade Practices, comment deadline in March.
  - ii. Nutritional content labeling being required in Europe next year, possible in the U.S. down the road.
  - iii. Larry Oddo expressed interest in hosting an industry forum to get input on either topic from the industry.

#### Approval of Minutes

- 5. Tom Bueb asked for approval of minutes of the previous meeting.
  - a. Kevin Webber moved to approve the meeting minutes from the November 17, 2022 meeting.
    - i. Aaron Steinke seconded.
    - ii. The motion passed unanimously.
  - b. The minutes from November 17, 2022 were approved.

#### Fiscal Report

- 6. Doug Caskey presented the fiscal report for Fiscal Year 2022 through September 2022.
  - a. Slightly new format.
  - b. All revenue figures are Wine Development Fees.
  - c. Miscellaneous revenue is now displayed

- i. Uncorked tickets
  - ii. Governor's Cup entry fees
  - iii. TiPS fees
  - iv. Development fees are down slightly year over year.
- d. Expenditures are displayed by Activity Code and then specific object code.
- e. Larry Oddo thanked Doug for the new format.

#### CAVE Update

- 7. Cassidee Shull provided an update on CAVE activities.
  - a. VinCO registration open; dates for conference are January 16-19.
  - b. Online registration ends January 3.
  - c. Accepting Awards of Excellence nominations through January 6.
  - d. CAVE Board Election underway.
    - i. 9 candidates for 3 seats
    - ii. Election closes December 16, 2022.
  - e. Barrel into spring dates set.
  - f. WineFest tickets went on sale Cyber Monday.

#### Marketing Update

- 8. Tom Bueb asked for an update on marketing efforts.
  - a. Andi Baum presented an update on the recent media buy
    - i. Overall goal was to increase awareness. Ran from September - December.
    - ii. Out of home billboards, Digital OOH retargeting, DIA train station, CTV, Open Snow eblast
  - b. Courtney Lis provided a Public Relations report from VOCA
  - c. Doug mentioned the move to a new website hosting service

#### Colorado State University Update

- 9. Tom Bueb requested an update from CSU.
  - a. Dr. Horst Caspari provided an update on viticulture activities.
    - i. Working on the survey.
    - ii. Perhaps above 2,000 tons produced in 2022.
    - iii. No cold hardiness updates because staff is out of the country.

- b. Charlotte Oliver presented an extension specialist position update.
  - i. Done with workshops
  - ii. Starting lunch hour webinars - first will be on disease control.

### Staff Report

- 10. Tom Bueb asked for a staff update.
  - a. Doug Caskey mentioned an internship using CDA funds starting in January using CDA funds: Libby Geboy. Tasks to include:
    - i. Create sustainability resources page for growers and winemakers
    - ii. Help to organize a spring trade tasting
    - iii. Adrian Miller asked if the intern had available time in the 200 hours could she make contacts with diverse groups to help with cultural events we may want to do.
      - 1. Dr. Gu mentioned she would like to see a Lunar New Year event.
    - iv. Kyle Schlachter mentioned the reviews in Wine Enthusiast and opportunities in Press Fraction.

### Public Comments

- 11. No public comment.

### New Business

- 12. No new business.

### Next Meeting Dates

- 13. Doug Caskey proposed the next meeting dates:
  - a. Sunday, Jan. 15, 2023 at 2 PM in person in Grand Junction at CSU's Orchard Mesa.
  - b. With the Advisory Group meeting, moving monthly Zoom meetings to the third Thursday of each month beginning in February.
  - c. May meeting in person in Broomfield.

### Adjournment

- 14. The agenda was complete and the meeting was adjourned at 10:41 am.



Candice Mohr - Secretary  
Colorado Wine Industry Development Board