



COLORADO WINE INDUSTRY DEVELOPMENT BOARD
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COLORADO WINE INDUSTRY DEVELOPMENT BOARD

REGULAR MEETING MINUTES

REGULAR MEETING

JANUARY 15, 2023

Opening

1. Tom Bueb, Chair, called the meeting to order at 2:03 PM on Sunday, January 15, 2023.

Introduction of those present

2. Tom Bueb asked for those attending to introduce themselves.

CWIDB Staff Attending in Person: Doug Caskey (executive director), Kyle Schlachter (marketing coordinator), Chuck Kooyman (AG's Office);

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

Voting Members Attending in Person: Tom Bueb (At-large Winery), Adrian Miller (Public *ex officio*), Juliann Adams (Grower), Juliann Adams (Grower), Garrett Portra (Grand Valley AVA winery), David Jenkins (wholesaler);

Voting Members Attending via Zoom: Kevin Webber (Retail), Dr. Mengmeng Gu (CSU *ex officio*);

Voting Members absent: Larry Oddo (Front Range Winery), Aaron Steinke (wholesaler), Joe Buckel (Western Slope winery), Candice Mohr (At-large Winery), Tammie Thompson-Booker (Tourism *ex officio*);

Guests attending in Person: Cassidee Shull (CAVE);

Guests attending via Zoom: Libby Geboy (student);

Agenda

3. Tom Bueb asked for approval of the Agenda.
 - a. Juliann Adams moved to approve the agenda, but without item 5, executive session.
 - i. Adrian Miller seconded.
 - ii. The motion passed unanimously.
 - b. The agenda was approved as presented.

Approval of Minutes

4. Tom Bueb asked for approval of minutes of the previous meeting.

- a. Garrett Portra moved to approve the meeting minutes from the December 15, 2022 meeting.
 - i. Adrian Miller seconded.
 - ii. The motion passed unanimously.
- b. The minutes from December 15, 2022 were approved.

Fiscal Report

5. Doug Caskey presented the fiscal report for Fiscal Year 2022 through December 2022.
 - a. Revenue is down about \$8,000 year over year.
 - b. Roughly \$80,000 spent on administration.
 - c. Roughly \$84,600, including grants, spent on research and quality.
 - d. Roughly \$183,000 on marketing and advertising.
 - e. CSU still behind on invoicing, which is why research spending is behind marketing.

CAVE Update

6. Cassidee Shull provided an update on CAVE activities.
 - a. VinCO kicks off Monday Jan 16.
 - b. New CAVE board members
 - i. Kevin Webber
 - ii. James Blanchard
 - iii. Jenne Baldwin-Eaton
 - c. Poster contest voting ongoing.
 - d. Barrel into spring applications are available.
 - e. WineFest taking place September 16, 2023
 - i. Tickets available
 - ii. Winery applications will be available in the spring

Marketing Update

7. Tom Bueb asked for an update on marketing efforts.
 - a. Doug Caskey presented an update on the recent media buy
 - i. Open Snow newsletter had high click through rates.
 - ii. Media buys are complete for the fiscal year. Nothing scheduled for spring, but would need to dedicate funds.
 - b. Doug Caskey presented VOCA's report

- i. Total hits: 152
- ii. Total circulation: 979.5 Million
- c. Doug mentioned the move to a new website hosting service

Colorado State University Update

- 8. Tom Bueb requested an update from CSU.
 - a. Dr. Horst Caspari provided an update on viticulture activities.
 - i. Working on the survey, 33 returned.
 - ii. 1341 tons of production.
 - iii. Yield 3.52 tons per acre
 - iv. Cold hardy cultivars out-produced vinifera in terms of tons per acre.
 - b. Charlotte Oliver presented an extension specialist position update.
 - i. Confirmed 5 speakers for seminars this year.
 - ii. Start trapping for Japanese beetles.
 - iii. Pruning workshop in Dolores and Canon City aimed at backyard vineyards.
 - iv. Grape 101 seminars in Pueblo County aimed at homeowners.
 - v. Train the trainer series with Washington researcher on sprayer calibration.

Legislative and Regulatory matters

- 9. Tom Bueb asked for an update on Legislative and Regulatory matters.
 - a. Doug Caskey provided an update on CWIDB Legislative proposal is still moving forward, looking for sponsors. Relegate to late-bill status.
 - b. Cassidee Shull mentioned that the Wine Festival proposed legislation is still moving forward and also in the late-bill process.
 - c. Juliann Adams updated the Board on the Liquor Advisory task force as they worked on identifying subgroups.
 - i. Marketplace structure subgroup
 - ii. Regulation of retail tier subgroup
 - iii. Licensing subgroup

Staff Report

- 10. Tom Bueb asked for a staff update.
 - a. Doug Caskey mentioned that Tom Lipetzky was in contact with Juliann and Cassidee with regards to the Executive Director position job

description.

- b. Doug Caskey mentioned an opportunity with the CO Farm to Market Grant Program to incentivize the planting of grape vines.
 - i. Doug and Kyle need to respond with answers for the grant team. Hope is to have feedback from CWIDB as well as growers at VinCO.
 - 1. What are the industry's priorities for this project?
 - a. Increasing acreage?
 - b. Increasing grape production?
 - c. expanding into new areas or new varieties?
 - 2. How can we structure this project for the greatest impact, assuring that public funds will be well spent?
 - 3. Potential timeline: grant awards by September with 50% advance payment to purchase vines for Spring 2024 planting.
 - 4. Industry volunteers to create the program's structure?
- c. CTO Tourism Management Grant due March 2, 2023
 - i. Potential to expand consumer survey to include winery visitation data
 - ii. Potential parallel participant group in winery tasting rooms
- d. SCBG proposal due soon
 - i. OR received a grant to track tourism visitation to winery tasting rooms
 - ii. Supplemental funding for media trip, although existing projects not a priority
 - iii. Some kind of wine buyer or media immersive experience
 - iv. Grape planting subsidies
- e. Kyle Schlachter mentioned that the next live virtual tasting will be on Jan. 18 at 4:30 on Facebook. Will feature Carlson Vineyards Sweet Baby White and highlight Lunar New Year.

Public Comments

- 11. No public comment.

New Business

- 12. No new business.

Next Meeting Dates

13. Doug Caskey proposed the next meeting dates:
 - a. With the Advisory Group meeting, moving monthly Zoom meetings to the third Thursday of each month beginning in February.
 - b. May meeting in person in Broomfield.

Adjournment

14. The agenda was complete and the meeting was adjourned at 3:38 PM.



Candice Mohr - Secretary
Colorado Wine Industry Development Board