

COLORADO WINE INDUSTRY DEVELOPMENT BOARD
REGULAR MEETING MINUTES
REGULAR MEETING - ZOOM **FEBRUARY 16, 2023**

Opening

1. Tom Bueb, Chair, called the meeting to order at 9:02 AM on Thursday, February 16, 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), Tom Lipetzky (Markets Division Director), Libby Geboy (intern), 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), Larry Oddo (Front Range Winery), Adrian Miller (Public *ex officio*), Juliann Adams (Grower), David Jenkins (wholesaler), Kevin Webber (Retail), Candice Mohr (At-large Winery), Joe Buckel (Western Slope winery), Dr. Mengmeng Gu (CSU *ex officio*);

Voting Members absent: Garrett Portra (Grand Valley AVA winery), Aaron Steinke (wholesaler), Tammie Thompson-Booker (Tourism *ex officio*);

Guests attending via Zoom: Cassidee Shull (CAVE), Phil Patton (The Peachfork);

Agenda

3. Tom Bueb asked for approval of the Agenda.
 - a. Kevin Webber moved to approve the agenda and move up New Business at the request of David Jenkins.
 - i. Joe Buckel seconded.
 - ii. The motion passed unanimously.
 - b. The agenda was approved with New Business moving up to after the Marketing update.

Approval of Minutes

4. Tom Bueb asked for approval of minutes of the previous meeting.
 - a. Kevin Webber moved to approve the meeting minutes from the January 15, 2023 meeting.
 - i. Joe Buckel seconded.

- ii. The motion passed unanimously.
- b. The minutes from January 15, 2023 were approved.

Fiscal Report

- 5. Doug Caskey presented the fiscal report for Fiscal Year 2023 through January 2023.
 - a. Revenue is down slightly.
 - b. Expenditures are up slightly.

CAVE Update

- 6. Cassidee Shull provided an update on CAVE activities.
 - a. Scholarship application deadline is March 1.
 - b. VinCO committee met following the conference to start planning the 2024 conference.
 - c. Barrel into Spring tickets on sale February 22.
 - d. Winefest tickets are on sale. Event will be September 16.

Marketing Update

- 7. Tom Bueb asked for an update on marketing efforts.
 - a. Doug provided an update on the trade tasting that will be held on March 27 at the Grant Humphreys Mansion in Denver, likely 12:30pm - 3:30 pm.
 - b. Doug reminded the Board that FMB and WINE licenses go into effect March 1, deliveries start Feb. 22.
 - i. Do we market to grocery stores, especially for our trade tasting?
 - 1. Kevin Webber suggested reaching out to the Whole Foods buyer.
 - 2. David Jenkins suggested talking with regional buyers as well as individual stores.
 - 3. Larry Oddo mentioned that Holy Cross Abbey has decided to not sell to grocery stores, and stay focused on independent liquor stores. However, he suggested it would be advantageous to the industry to reach out to grocery stores.
 - c. Doug asked to what extent can or should the CWIDB incorporate [verjus](#) into our messaging to grape growers? We can not promote an individual business or non-wine products. However, to summarize Chuck's comments:

“there's room in the Act to include verjus in the Board's research or informational efforts. Including a specific verjus producer's products in promotional activities seems less likely to fit in the Act's grant of

authority though.”

- i. Tom Bueb agreed.

New Business

8. David Jenkins suggested that the Board provide high-altitude, cold-climate resources and workshops for growers.
 - a. Bring in experts from Argentina or Switzerland to speak to CO growers.
 - b. Doug Caskey also mentioned Bree Stock, MW as a possible speaker on different varieties.

Colorado State University Update

9. Tom Bueb requested an update from CSU.
 - a. Dr. Horst Caspari provided an update on viticulture activities.
 - i. Cold event this morning (2/16).
 1. Potential trunk damage with temperatures dropping close to -10 F at ground level.
 2. Recommended to run wind machines again tonight.
 - ii. New viticulture page up again - six-month report posted.
 - b. Charlotte Oliver presented an extension specialist position update.
 - i. Webinars posted on <https://viticulture.colostate.edu/events/>
 - ii. Pruning workshops upcoming
 1. March 4 in Canon City.
 2. March 12 Ft. Lupton
 3. Mesa County tbd
 - iii. Will submit SCBG proposal to begin a statewide survey on grapevine virus presence.

Legislative and Regulatory matters

10. Tom Bueb asked for an update on Legislative and Regulatory matters.
 - a. Doug Caskey provided an update on potential CWIDB legislation
 - i. Late bill process
 - ii. Not optimistic about getting a sponsor this session
 - iii. Potentially introduce to Interim Ag Committee during the summer - doesn't count against 5 bill limit for legislators
 - b. Cassidee Shull stated that CAVE's limit on festival permit participants bill is still looking for a sponsor.
 - c. Juliann Adams provided an LED Liquor Advisory Group update.

- i. Each subgroup is meeting separately
- ii. First meetings today.

Staff Report

11. Tom Bueb asked for a staff update.
 - a. Tom Lipetzky provided an update on the executive director search process.
 - b. Doug Caskey provided an update on the [CO Farm to Market Grant Program dedicating \\$250,000 to subsidize grape plantings](#)
 - i. The CWIDB suggested placing a priority for awards to growers who will sell to multiple wineries over to wineries that buy grapes from vineyards they own.
 - ii. Juliann Adams volunteered to serve on the grant review committee and will not apply.
 - c. CTO Tourism Management Grant due March 2, 2023
 - i. expand consumer survey to include winery visitation data
 - ii. parallel participant group in winery tasting rooms
 - d. SCBG proposal
 - i. Taste Advisor consumer segmentation
 - ii. CSU Extension applying for virus testing and education program
 - e. CDA/FDA Produce Safety Rule for grape growers requires registration with CDA and training session.
 - f. The CWIDB supported covering Oral History project expenses such as \$3-4/pg, roughly 48pp/hour of conversation for transcription services as well as limited transportation and travel costs.
 - i. Doug will work on a more detailed budget for future work.

Public Comments

12. No public comment.

Next Meeting Dates

13. Doug Caskey proposed the next meeting dates with a reminder that travel expenses must be filed within 60 days of travel. A current W-9 must be on file for payment from the State for all payments.
 - a. March 16, 2023 at 9 AM on Zoom
 - b. April 20, 2023 at 9 AM on Zoom
 - c. May 18, 2023 in person in Broomfield for budget approval.
 - d. June 15, 2023 at 9 AM on Zoom

Adjournment

14. The agenda was complete and the meeting was adjourned at 11:00 AM.

A handwritten signature in black ink, appearing to read 'C. Mohr', written in a cursive style.

Candice Mohr - Secretary

Colorado Wine Industry Development Board