



COLORADO WINE INDUSTRY DEVELOPMENT BOARD

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CO Wine Industry Development Board Meeting

10 June 2014

Evergreen Lodge, Vail, CO

Tuesday, June 10

Members Attending in Person: Jay Christianson, Taylor Courey, Michelle Cleveland, Max Ariza, Neil Jaquet, Jeff Knight

Guests: Billie Witham

Staff attending in Person: Kyle Schlachter, Doug Caskey, Dr. Steve Menke, Dr. Horst Caspari

Opening of Meeting

1. Meeting called to order by Jay Christianson at 9:06 AM

Review of Minutes

1. Neil Jaquet moved that CWIDB adopt Robert's Rules of Order for meetings.
 - a. Taylor Courey seconded.
 - b. The motion was approved unanimously.
 - c. Robert's Rules of Order were adopted for CWIDB meetings.
2. Taylor Courey moved that the CWIDB approve the minutes from the March 31 meeting.
 - a. Michelle Cleveland seconded.
 - b. The motion was passed unanimously.
 - c. The minutes were approved with no amendments.
3. Neil Jaquet moved that the CWIDB adopt the agenda of the June 9-10 meeting sent out by Doug Caskey.
 - a. Taylor Courey seconded.
 - b. The motion was passed unanimously.
 - c. The agenda was approved.

Treasurer's Report

4. Neil Jaquet presented the treasurer's report.
 - a. Error on the revenue.
 - b. Value was coming from 2013.
 - c. Doug Caskey fixed the error in the spreadsheet.
 - d. Tracking to spend \$723,000 for FY 2014
 - e. Overall, financials look good.

Marketing Committee Report

5. Doug Caskey presented the Marketing Committee Report.
 - a. Request for proposals for marketing firm.
 - i. RFP closed on May 17.
 - ii. Committee that consisted of Doug C. Wendy W. Tom Lipetzky Michelle C and Ben Parsons.
 - iii. Narrowed proposals down to three.
 - iv. Committee will visit locations on June 23 for oral interviews.
 1. Joined by Taylor Courey, Brett Neal and Doug Kingman.
 - v. Select one after that.
 - vi. Contract in place approximately one month after selection.
 - b. Consumer survey report.
 - i. Brief overview given at last meeting.
 - ii. Initial conclusions
 1. Consumers have higher awareness of CO wine than expected.
 2. Need to improve image.
 - c. Mobile app.
 - i. Staff are currently in Beta testing of app.
 - d. Website migration.
 - i. Supposed to have mockup by today, but do not have.
 - ii. Google team presented a few options.
 - iii. Google team to build foundation for website.
 - iv. Have new marketing firm build content and appearance.
 - v. Google team operating slower than expected.
 - vi. No cost to CWIDB from Google Team.
 - e. Michelle Cleveland moved that the CWIDB cancel the contract with SpireMedia/ AT&T for the mobile app.
 - i. Jeff Knight seconded.
 - ii. Michelle Cleveland asked if those funds could then be moved to the Marketing Firm budget.
 - iii. The motion was passed unanimously.
 - iv. The contract for the mobile app will be cancelled.

Quality Committee Report

6. Michelle Cleveland presented quality committee report.
 - a. Michelle Cleveland moved that the CWIDB not ask Corey Guinee back for seminars, indefinitely.
 - i. Taylor Courey seconded.
 - ii. Doug Caskey described CoreEnology's program with the CO industry.
 - iii. The motion passed unanimously.
 - iv. Corey Guinee will not be asked to return to give CWIDB sponsored seminars.
 - b. Michelle moved that the CWIDB reconsider the combined Quality Alliance proposal as presented by the committee on March 31.
 - i. Taylor Courey seconded.
 - ii. Doug Caskey described the program.
 - iii. Doug Caskey explained that the Seal of Quality provision would not sufficiently work.
 - iv. Taylor Courey, Michelle Cleveland, Jeff Knight voted in favor. Neil Jaquet opposed. Jay Christianson abstained.
 - v. The motion to approve the combined Quality Alliance Proposal will be reconsidered.
 - c. Neil Jaquet moved that the question of the recommendation to adopt the combined quality alliance program be referred to committee for further consideration.
 - i. The motion passed unanimously.
 - ii. The quality committee will reconsider a combined Quality Alliance proposal.

Research Committee Update

7. Steve Menke presented his 2014/2015 enology program proposal.
 - a. He is requesting the same \$25,000 from CWIDB as in previous years.
 - b. Funds that came from CAVE will be covered by CSU for one year.
 - c. Taylor Courey moved that the CWIDB approve the 14/15 enology program as recommended by the committee.
 - i. Neil Jaquet seconded.
 - ii. Neil Jaquet, Jeff Knight and Taylor Courey approved the motion.
 - iii. The motion passed 3-0.
 - iv. The enology program proposal was accepted.
8. Neil Jaquet moved that the CWIDB consider using the approximately extra \$9,000 of funds saved by the reduced CSU indirect costs and cancelled CoreEnology training to help offset fees for outreach of the enology program.
 - i. Jeff Knight seconded.
 - ii. Michelle Cleveland moved that question be amended so that the approximately \$9,000 funds saved by the reduced CSU indirect costs and

cancelled CoreEnology training be sent to that quality committee for dispersal.

1. Taylor Courey seconded.
2. The motion passed unopposed.

9. Doug Caskey stated that during the research committee discussion that there were many new students at the various institutions and there is no good scholarship program.

- i. Neil Jaquet suggested that to grow the industry, the CWIDB needs to provide opportunity for experience in the industry.
- ii. Neil Jaquet moved that the CWIDB include \$20,000 in the FY2015 budget to be to provide opportunities for in-state students at accredited institutions of higher education for viticultural and enological work experience in Colorado.
 1. Taylor Courey seconded.
 2. Neil Jaquet, Jeff Knight and Taylor Courey voted in favor. Michelle Cleveland voted to oppose.
 3. The motion passed.
 4. \$20,000 will be placed in the FY15 budget for student internships/scholarships.

10. Horst Caspari presented the proposed Specialty Crop Research Initiative grant funding.

- i. Requires matching funds of 100% for 5 years. The first year was approved in the FY 2015 budget.
- ii. Taylor Courey moved that the CWIDB continue to commit to matching \$10,000 annually for four additional fiscal years, contingent on funds being available each year, for the Specialty Crop Research Initiative grant proposal.
 1. Michelle Cleveland seconded.
 2. Motion passed unanimously.
 3. The CWIDB will match \$10,000 annually for Dr. Caspari's SCRI proposal.

11. Doug Caskey presented an update on the Specialty Crop Block Grant programs.

- i. 2013 blending project
 1. Three wineries
- ii. Application for the 2014 program to compile and catalogue all research conducted through CSU.
 1. CWIDB will match \$10,000.
 2. Cannot start until February 1, 2015.

12. Jeff moved that the Board take a 10 minute recess.

- i. Michelle Cleveland seconded.
- ii. The motion passed unanimously.

Colorado State University update

13. Doug Caskey presented the CSU Viticulture and Enology Program Review update.
 - a. In the recent past there have been many questions about how the CWIDB and the industry interact with the CSU Viticulture and Enology programs.
 - b. The Department agreed to conduct a program review.
 - i. Review document is in preparation, should be completed by end of summer.
 - ii. In the process of identifying external reviewers.
 - iii. Site visit and review should occur in September.

Budget update

14. Neil Jaquet deferred to Doug Caskey to present the proposed FY2015 budget.
 - a. Neil Jaquet moved that the FY2015 budget be approved as presented.
 - i. Taylor Courey seconded.
 - ii. The motion passed unanimously.
 - iii. The FY2015 budget was approved.

Staff Report

15. Doug Caskey presented an update on Health Department rules for manufacturer retail outlets: tasting rooms and tap rooms.
 - a. Health departments want wineries to get licensed as restaurants.
 - b. Need 3-basin sinks
16. Doug Caskey presented an update on the Liquor Enforcement Division Compliance Working Group.
 - a. Possible 2015 legislative session items:
 - i. If a winery, brewery or distillery has a third offense for third time, entire business is shut down.
 1. Proposed to separate functions if there is an infraction on retail level, manufacture and wholesale levels can still operate.
 2. Possible opposition from CLBA.
 - ii. Steve Rhodes passed away in April.
 1. Only thing left in his estate is his wine inventory.
 2. License lapsed.
 3. Estate cannot sell wine to another license holder and wine cannot be bottled.
 - b. LED is looking at providing more educational opportunities for licensees.
17. Colorado Wine Specialist program with Wayne Belding, MS.

- a. Program is continuing, though not funded.
- b. Next session at Bookcliff Vineyards June 17

18. Doug Caskey explained the Governor's Cup Case

- a. Purchased 3 cases of each; 36 Governor's Cup Cases to be used for next year.
- b. Poured at Airport reception
- c. Giving to Governor's Cabinet
- d. Denver Post article and photo.
- e. Displayed at Winefest

New/Old Business

19. Taylor Courey moved that a committee be formed for the establishment of operating rules and guidelines for the CWIDB.

- a. Michelle Cleveland seconded.
- b. Neil Jaquet moved to amend the question to insert "standing" prior to the word "committee."
 - i. Jeff Knight seconded.
- c. Neil Jaquet moved to amend the question to insert "to be appointed by the Chair" after the word "committee."
 - i. Jeff Knight seconded.
- d. The motion was passed unanimously.
- e. A standing committee will be formed to establish rules and guidelines.

20. Michelle Cleveland moved that the CWIDB put out to bid the research spending dollars for the FY2016 according to the state RFP process.

- a. Taylor Courey seconded.
 - i. Neil Jaquet moved to postpone the question to until CSU has completed its program review.
 - ii. No Second
- b. Taylor Courey, Michelle Cleveland and Jeff Knight voted to approve the motion. Neil Jaquet voted to oppose. The motion passed 3-1.
- c. The CWIDB will put out to bid the research spending dollars for the FY2016 according to the state RFP process.
- d. Michelle Cleveland nominated Jay Christianson and Michelle Cleveland as co-chairs of the Research Committee.
 - i. Taylor Courey seconded.
 - ii. The motion passed unanimously.
 - iii. Jay Christianson and Michelle Cleveland will be co-chairs of the Research Committee.

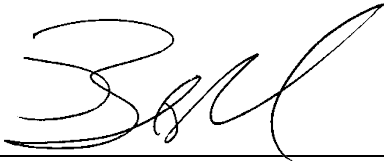
Next Meeting Dates

2. Meeting set for August 14, in Cedaredge.

Adjournment

1. Taylor Courey moved to adjourn.
 - a. Neil Jaquet seconded.
 - b. The motion passed unanimously.
 - c. The meeting adjourned at 12:45 pm

Minutes approved by the Colorado Wine Industry Development Board, 14 August 2014.



Signed, Bret Neil, secretary of CWIDB

8/21/2014

Date