



Colorado Wine Industry Development Board
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Colorado Wine Industry Development Board

Regular Meeting Minutes

Regular Meeting - In Person, Grand Junction

January 18, 2024

Opening

1. Larry Oddo, Chair, called the meeting to order at 2:00 pm on Thursday, January 18, 2024.

Introduction of those present

2. Larry Oddo asked for those attending to introduce themselves.

CWIDB Staff Attending in Person: Kyle Schlachter (executive director), Libby Geboy (marketing + events), Amanda Laban (CDA Markets Division Director), Chuck Kooyman (AG);

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

Voting Members Attending in Person: Larry Oddo (Front Range Winery, Chair), Juliann Adams (Grower, Treasurer), Candice Mohr (At-large Winery, Secretary), Joe Buckel (Western Slope winery), Garrett Portra (Grand Valley AVA winery), ;

Voting Members Attending via Zoom: Tom Bueb (At-large winery), David Jenkins (wholesaler), Adrian Miller (Public *ex officio*);

Voting Members absent: Vacant (Tourism *ex officio*), Kevin Webber (Retail), Aaron Steinke (wholesaler);

Guests attending via Zoom: Ali Chiafrey (VOCA PR);

Guests attending in Person: Cassidee Schull (CAVE), Scott Smith (CAVE), Jenne Baldwin-Eaton (CAVE), Sarah McCall (CAVE), Charles Talbott (CAVE, Talbott's Cider), Robert Valentine (CAVE), Stan Stevens (public, Marketer).

Approval of Minutes

3. The agenda for January 18 was approved without objection.

Approval of Minutes

4. Larry Oddo asked for approval of minutes of the previous meeting.
 - a. Juliann Adams moved to approve the meeting minutes from the November 16, 2023 meeting.
 - i. Candace Mohr seconded.
 - ii. The motion passed unanimously.
 - b. The minutes from November 16, 2023 were approved.

Introduction of CDA Markets Division Director Amanda Laban

5. Amanda Laban introduced herself as the new Markets Division Director at the Colorado Department of Agriculture.

Joint CAVE discussion

6. Kyle Schlachter led a discussion between the two Boards. Highlights include:
 - a. Documentary - Summer 2024, internship collaboration. Crossover with CWIDB Oral History project. Proposed \$6,000 cost, split between CAVE and CWIDB.
 - b. Legislative monitoring - Recap from the CAVE Legislative Update at VINCO. Festival Bill and Scheduling Bill updates.
 - c. WineAmerica - response to the anti-alcohol movement based on the WHO's statement: 'there is no safe level of alcohol.'
 - i. Wine America resources: [Compliance Matters](#), [Magic of Wine](#)

- d. General collaboration
 - i. Increase cross marketing
- e. Discussion on AVA creating—CWIDB will take the lead on process, benefits, and boundaries of potential AVAs. CAVE and viticulturists will support.

Fiscal report

- 7. Kyle Schlachter gave a Revenue Report and Expenditure Report review.

Committee Reports

- 8. Larry Oddo asked for the committees to provide updates
 - a. Adrian Miller gave a Legislative and Business Development Committee report.
 - i. Diversity, Equity, and Inclusion workshop planning for end of February in collaboration with Colorado Proud.
 - ii. Required Exec Director training - CDA Inclusive Leadership program
 - b. Juliann Adams gave a Research and Quality Committee report.
 - i. Leaf roll, weather stations, and Japanese beetle discussion review.
 - ii. Dr. Seth Porter (digitally) provided written marketing recommendations for the Colorado wine industry
 - c. Kyle Schlachter gave a Marketing Committee report.
 - i. Taste of Vail - first weekend of April
 - ii. Trade Tasting - end of March
 - iii. Media Tour - end of April or beginning of May. Potential for cross over with Sip into Spring (first weekend of May)
 - iv. RFP process and feedback. Interest to maintain the 5 year total contract. Evaluation team will most likely be Kyle, Libby, Kevin,

Cassidee, and a fifth member from the CDA. Preference will be given to Colorado-based companies. A budget of \$180,000 will be given as a guideline in the RFP. Approval of the RFP will be added to the March board meeting.

Marketing Updates

9. The marketing contractors provided a status update.
 - a. Cultivator update - None
 - b. Explore Communications update - next set of ad buys starting in April
 - c. VOCA PR update - Success from media hits from Uncorked

CSU Update

10. Larry Oddo asked for the CSU staff to provide program updates.
 - a. Horst Caspari gave a viticulture update on his Semi Annual Report
 - b. Charlotte Oliver gave an update as the Extension Specialist on her upcoming workshops and cultivar 1 pagers

Staff Update

11. Staff provided an updated on CWIDB activities
 - a. Kyle Schlachter gave updates on CWIDB Vacancies
 - i. CTO, At-large Winery, Wholesale
 - b. Kyle Schlachter gave an update on CTO Tourism Management Grant project
 - i. Interest in providing marketing materials to retail/liquor stores for the CO wine sections
 - c. Kyle Schlachter discussed upcoming potential conferences
 - i. Libby Geboy will attend the Eastern Winery Expo/License to Steal, Syracuse, NY Mar. 13-14
 - ii. Kyle Schlachter will attend the WineAmerica May 7-8 and National Wine Policy May 9-10, D.C

- d. The board discussed the [Farm Fresh Directory](#) - potential for CWIDB cover the cost of non-CAVE wine board wineries
 - i. Candace Mohr moved to allocate up to \$3,750 of CWIDB funds to pay for the remaining wineries to be in the Farm Fresh Directory
 - 1. Juliann Adams seconded the motion
 - 2. The motion passed unanimously
 - ii. Staff will work with Colorado Proud to include all wineries in the Farm Fresh Directory.
- e. Kyle Schlachter gave an update on website accessibility
- f. Kyle Schlachter started the discussion to update the CWIDB Strategic Plan in alignment with the Department's call to update the Department-wide Strategic Plan, in the late summer or fall
- g. Potential for Dr. Seth Porter to come in and assist with this update
Candace Mohr suggested to add an update to the summer retreat agenda
- h. Kyle Schlachter provided an overview of Joel Butler's [IWR report on the Wine of Colorado](#)

Public Comments

- 12. No public comment.

New Business

- 13. No new business.

Next Meetings

- 14. Next Meetings
 - a. Legislative and Business Development Committee
 - i. Tuesday, February 20 · 9:00 – 10:00 am
 - b. Research and Quality Committee

- i. Wednesday, February 21 · 9:00 – 10:00 am
- c. Marketing Committee
 - i. Thursday, February 22 · 9:30 – 10:30 am
- d. Full Board Meeting
 - i. Thursday, March 21 · 9:00 - virtual meeting
 - ii. Thursday, May 23 in-person 10:00 - Broomfield
 - iii. Discussion on having a retreat in late August

Adjournment

15. The agenda was complete and the meeting was adjourned at 4:21pm.