



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

REGULAR MEETING - ZOOM

JUNE 15, 2023

Opening

1. Tom Bueb, Chair, called the meeting to order at 10:04 AM on Thursday, June 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), Libby Geboy (intern), Tom Lipetzky (CDA Markets Division Director), Chuck Kooyman (AG's Office);

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

Voting Members Attending in Person: Larry Oddo (Front Range Winery), Juliann Adams (Grower), Candice Mohr (At-large Winery), Joe Buckel (Western Slope winery), Kevin Webber (Retail);

Voting Members Attending via Zoom: Aaron Steinke (wholesaler), Tom Bueb (At-large Winery), Garrett Portra (Grand Valley AVA winery), David Jenkins (wholesaler), Adrian Miller (Public *ex officio*);

Voting Members absent: Tammie Thompson-Booker (Tourism *ex officio*), Dr. Mengmeng Gu (CSU *ex officio*);

Guests attending in person: Tyzok Wharton (Carboy), John Garlich (BookCliff), Tom Holtzer;

Guests attending via Zoom: Cassidee Shull (CAVE), Lucy Weber (Cultivator), Mindy Gantner (Explore).

Agenda

3. Tom Bueb asked for approval of the Agenda.
 - a. Kevin Webber moved to approve the agenda.

- i. Juliann Adams 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. Kevin Webber moved to approve the meeting minutes from the May 18, 2023 meeting.
 - i. Larry Oddo seconded.
 - ii. The motion passed unanimously.
 - b. The minutes from May 18, 2023 were approved.

Fiscal Report

- 5. Kyle Schlachter presented the fiscal report for Fiscal Year 2023 through May 2023.
 - a. Revenue is up slightly.
 - i. Revenue year to date ~\$753,000
 - ii. Assets and Fund Balance strong.
 - b. Expenditures are down slightly, likely due to delay in CSU invoices. There was a payment in May which isn't reflected in the detailed report that uses data through April.

Markets Division Director Report

- 6. Tom Lipetzky provided an update from the CDA.
 - a. The executive director hiring process.
 - i. Application closed on June 12, 2023.
 - ii. 34 individuals applied with 31 applicants deemed qualified by HR, and 20 applicants met the minimum requirements to be reviewed by the hiring committee.
 - iii. Committee, which has three board members, will review the applications and narrow the pool down to 6 interviewees.
 - iv. Interview process will be limited to only 1 Board member due to open meeting laws.
 - 1. Larry Oddo will participate in the initial 6 interview process.
 - 2. Tom Bueb will participate in the final interview.
 - b. CDA Wildly Important Goals (WIGs), Division priorities, and program operational goals.

- i. Department WIGS
 - 1. Reducing Food Insecurity
 - 2. Expanding Water-resilient agriculture
 - 3. Building future generations
 - 4. Advancing animal health and welfare
- ii. Each of the 8 CDA Divisions focus on specific priorities and operational goals.

CAVE Update

- 7. Cassidee Shull provided an update on CAVE activities.
 - a. USA 10Best Nominations are live and CAVE sent out a press release for the Grand Valley being in the running for the top wine region.
 - b. There are several wineries up for individual winery awards.
 - c. Final hearing to officially add a definition of agritourism in the land use code in Mesa County.
 - d. WineFest September 16, 2023
 - e. VinCO call for vendors, exhibitors, and sponsors went out.
 - f. Good meeting with growers regarding weather stations on 6/14/23.

Marketing Update

- 8. Tom Bueb asked for an update on marketing efforts.
 - a. Mindy Gantner provided a report media plan.
 - i. Media launch July-September 2023 and April-June 2024.
 - ii. Digital only approach.
 - iii. Statewide, but with focus on the Front Range, Grand Junction, and Salt Lake City and making sure impressions are not only at those locations but more well-distributed given the wineries' distributions.
 - b. Doug asked the Board to consider what to do with the available \$12,820 in unspent encumbrances in the Cultivator contract from FY2023?
 - i. Larry Oddo moved to roll the unspent funds in Cultivator's contract, including the \$12,820 encumbrance, to FY2024.
 - ii. Kevin Webber seconded.
 - iii. The motion passed unanimously. Unspent funds from Cultivator's FY2023 encumbrance will be rolled over to be available in FY2024.
 - iv. Explore will compile suggestions for how to spend that money for a future meeting.

Colorado State University Update

9. Tom Bueb requested an update from CSU.
 - a. Dr. Horst Caspari provided an update on the viticulture program.
 - i. Cool weather conditions resulted in a late bud break and slower development.
 - ii. Crop load up from last year, but down from the years before the freeze events.
 - iii. Provided some perspectives on his visit to Texas for the ASEV conference.
 - iv. Photovoltaic project is still in the works.
 - b. Dr. Charlotte Oliver provided an update on the extension specialist program.
 - i. Workshop on pests and diseases with the tree fruit growers that was attended by 23 individuals on 6/12.
 - ii. No evidence of powdery mildew in the vineyards due to lack of rain - no spraying needed.
 - iii. Updating Colorado Grapegrowers guide - updating from one large guide into shorter fact sheets.
 - iv. Working on cultivar profile documents.
 - v. Cassidee mentioned that the effort for spraying for Japanese beetle has been very successful with over 90% compliance from private property owners in the “hot zone.”
 - c. Doug Caskey opened the discussion of the research budgeting process for FY2024.
 - i. What concerns does the CWIDB have about the current process?
 - ii. What changes would the CWIDB like to see to the research proposal process?
 - iii. The Board decided to:
 1. hold Quality Committee meetings at least quarterly;
 2. create more industry-wide reporting from Horst and Charlotte that will make the information in Horst’s semi-annual reports more accessible to growers; and
 3. organize multiple zoom meetings per year in collaboration with CAVE for grower discussions.

Legislative and Regulatory matters

10. Tom Bueb asked for an update on Legislative and Regulatory matters.
 - a. Juliann Adams updated the Board on the LED Liquor Advisory Group

meetings.

- b. Juliann Adams also mentioned that Cassidee Shull, Stephanie Fransen, and herself have been appointed to the LED Rules working group.

Staff Report

11. Tom Bueb asked for a staff update.
 - a. Kyle Schlachter updated the Board on various staff activities.
 - i. CO Farm to Market Grant Program for “processing,” \$250,000 available soon.
 - ii. Consumer awareness survey report from Barb Gasper, Focus Research and Strategy, Inc.
 - iii. Update on CTO Tourism Management Grant project
 - iv. DRAFT of Tourism wine consumer survey

Public Comments

12. No public comment.

New Business

13. Tom Bueb asked if there was any new business.
 - a. Kyle Schlachter read Resolution 01, Series 2023
 - b. Kevin Webber moved to adopt Resolution 01, Series 2023
 - i. Juliann Adams seconded the motion.
 - ii. The motion passed unanimously.
 - iii. The Resolution recognizing Doug Caskey’s contributions to the Colorado wine industry was formally adopted.

Next Meeting Dates

14. Doug Caskey asked the Board about their next meeting dates
 - a. The Board decided that there would be no July meeting.
 - b. A retreat with the new executive director will be tentatively scheduled for August at a date/time tbd.

Adjournment

15. The agenda was complete and the meeting was adjourned at 1:20 PM.

A handwritten signature in black ink, appearing to read 'Candice Mohr', with a long horizontal flourish extending to the right.

Candice Mohr - Secretary

Colorado Wine Industry Development Board