

Thursday, August 24. 2022

Board Members Present

Kirk Wiles, Chair
Megan Seibel, Vice-Chair
Aubrey Rose, Treasurer
Nate Walsh
George Hodson
Courtney Mailey
Luca Paschina
Stephen Bernard
James King

Guests/Staff Present

Annette Boyd, Virginia Wine Board Marketing Office
Anna Pendleton, Virginia Wine Board Marketing Office
Susan Kramer, Virginia Wine Board Marketing Office
Amanda Christian, Virginia Wine Board Marketing Office
Anne Shelton, Virginia Cider Association
George Hodson, Virginia Wineries Association
Staci Saunders, Virginia Winery Distribution Company
Peter Sforza, GeoVine
Doug Easter, Easter & Associates
Joy Ting, Virginia Winemakers Research Exchange
Heather Wheeler, VDACS
Jennifer Atkins, VDACS
Bill Scruggs, VDACS

I. Call to Order / Introductions – 10:12 AM

II. Approval of Draft Minutes

The minutes of the May 19, 2022 meeting were reviewed and unanimously approved as presented.

III. Financial Report – Aubrey Rose presenting

A. FY 23 Budget.

i. The Board reviewed the FY23 budget.

**Virginia Wine Board Financial Statement
2022-2023 DRAFT BUDGET**

Carryover/Beginning Balance	Estimate/Budget	
Unallocated Prior Year Research	\$ 44,213.89	
Unallocated Prior Year Marketing	\$ 349,213.48	
De-obligated Prior Year Research	\$ 84,846.18	*Unspent WRE grant funds
De-obligated Prior Year Marketing	\$ -	
Total Carryover/Beginning Balance	\$ 478,273.55	
Income		
Base Appropriations as of 7/1/2022	\$ 2,514,048.00	Includes \$501,640 from FY 22
1/3 Research	\$ 838,016.00	
2/3 Marketing	\$ 1,676,032.00	
Total Income with Carryover Balance	\$ 2,992,321.55	
Expenses - Approved		
Research Expense		
FY 22-23 Approved Research & Education Grants	\$ 780,438.46	
National Grape Research Alliance	\$ 15,000.00	
WRE Research Contract	\$ 298,748.00	
Total Research	\$ 1,094,186.46	
Marketing Expense		
Board Admin Expenses (includes Board Docs, EVA Fees, Travel)	\$ 20,000.00	
Office Rent	\$ 27,324.00	
Wireless services	\$ 2,000.00	
Contingency	\$ 7,500.00	
Wine Marketing Office	\$ 1,200,000.00	
FY 22-23 Marketing Grants		
Total Marketing	\$ 1,256,824.00	
Total Expenses	\$ 2,351,010.46	
Projected Balance	\$ 641,311.09	
Estimated Amount Available for Research	\$ (127,110.39)	
Estimated Amount Available for Marketing	\$ 768,421.48	

Approved at the March 2022 meeting

5/17/2022

1. Approved \$780,438.46 for FY 23 research and education grant projects
2. Approved National Grape Research Alliance membership (\$10,000) and travel (\$5,000)

IV. Industry Reports – Full reports available on BoardDocs

- A. Virginia Wineries Association –George Hodson presenting
 - a. Provided an update on the awarding of a new contract for the administration and management services to Easter & Associates. L. Aldrich (previous Executive

Director) will continue to manage the Governor's Cup and will work through the transition.

- b. Provided updates on grants and events such as the Governor's Cup, and on legislative issues facing the industry.
- B. Virginia Winemakers Research Exchange – Joy Ting presenting
 - a. Provided updates on current objectives including sensory sessions, cider experimentation, historical data for wine, etc.
 - b. Wine Board members expressed the need for the WRE invoices to be simplified and indicated that WRE needed to revisit the contract and determine if additional funds were provided to accommodate for accounting services.
 - c. Provided update on WRE's partnership with USDA on the wine breeding project.
- C. Virginia Winery Distribution Company – Staci Saunders presenting
 - a. Provided an update on VWDC's current goals, ACH payments, marketing efforts, and software updates.
- D. Virginia Cider Association – Anne Shelton presenting
 - a. Provided updates on the Virginia Cider Association's Annual meeting on July 12, 2022.
 - b. Provided an update on the Virginia Cider Association's Strategic Planning. Services for the strategic plan have been secured with a goal of releasing the plan at the 2023 Winter Meeting.
 - c. Provided an update on the November Cider Week.
- E. Virginia Wine Board Marketing Office – Annette Boyd presenting
 - a. Provided the Wine Marketing Fund committee suggestions for grant approvals. The committee suggested funding five projects with the total amount of funding being \$54,129. *A motion was made, seconded and approved to accept the grant committee's recommendations. Recusals: Courtney Mailey and Stephen Bernard*
 - b. Provided updates on Virginia wine and cider sales in addition to events and initiatives such as Virginia Governor's Cup, Central VA Trade Tasting, SommCon Atlanta, TexSome, and media tours.
 - c. Submitted a funding request for FY 2023 for \$15,000 to develop Spotted Lantern Fly educational materials for consumers and staff. *A motion was made, seconded and approved to explore what other states have done and how to help Virginia farmers and address the funding in December 2022.*
 - d. Submitted an additional funding request for FY 2023 for \$5,000 to provide Ringwood Boyd staff with continuing education. *A motion was made, seconded and unanimously passed to approve an additional \$5,000 for FY 23.*

V. Old Business

- A. Tabled Grant Proposals FY 2023

- a. Geovine Vineyard Site Update Assessment Tool Update – Peter Sforza addressed outstanding questions about the project. The Board expressed the need for the revenues derived from the project to be reinvested until the project is sustainable without Board funding. *A motion was made, seconded and unanimously passed to approve \$52,500 in funding with the agreement that all revenues be reinvested in the project.*
- B. Budget/Grant Management
 - a. Information was provided to the Board regarding the option of VDACS contracting with a company that could provide grant management services for multiple commodity boards to include the Wine Board. In addition, the option exists for the Wine Board to issue an RFP and secure a contract to provide those services just to the Wine Board. Board members did not express a concern with a single contractor managing multiple boards but want to ensure that one contractor is able to provide adequate support to all the Boards. *A motion was made, seconded and unanimously approved for the Chairman to work with VDACS over the coming months on an RFP for budget/grant management and to determine if a single contractor secured by VDACS or a single contractor secured by the Wine Board is the best option.*
- C. 2021-2022 Grant Final Reports
 - i. The Board received the final reports for the 2021-2022 grants.

VI. New Business

- A. Courtney Mailey announced her resignation from the Board effective 8/25/2022.

VII. Housekeeping

- A. The Board reviewed the 2023-2024 Invitation to Submit Pre-Proposal document.
- B. The Board expressed an interest in creating a “How to Apply” video to be released around the time of the pre-proposal announcement.

VIII. Public Comment

None

IX. Next Meeting/Adjourn

The next Virginia Wine Board meeting will take place in December. The date and location details are TBD.

Meeting adjourned at 3:07 PM.