

Approved Minutes
Virginia Spirits Board
August 21, 2023
Richmond, VA

Board Members Present:

Joshua Chandler Joseph Guthrie, VDACS
David Cuttino Travis Hill, VA ABC
Vicki Haneberg
Matthew Harris
Tim Nichols
Andrew Yancey

Board Members Participating Virtually (allowed per subsection B of § 2.2-3708.3):

Jeff Bloem
Scott Harris

Board Members Absent:

Gareth Moore

Guests/Staff:

Jennifer Atkins, VDACS
Jack Gorman, Spirits Board Marketing Office (VSBMO)
Julia Loudy, VSBMO
Amanda Christian, VSBMO
Adrienne Band, VSBMO
Erin Mitchell, VA ABC
Erin Bishop, Brand Federation
Cory Jensen, Virginia Commonwealth University
Brian Sullivan
Robert Ehler
Will Payne, Appalachian Grains
Dale William Neal

I. Call to Order – 10:02AM

II. Economic Impact Study – Robert Ehler

Mr. Ehler, who was contracted by the VSBMO to conduct the spirits industry economic impact study, gave a brief overview of the process and entertained questions from the Board.

III. Appalachian Grains – Will Payne

Mr. Payne, InvestSWVA, presented an overview and history of Appalachian Grains, which is an initiative in Southwest Virginia to bring locally sourced grains to the brewers and distillers in the area.

IV. Approval of Minutes from May 22, 2023

The minutes from the May 22, 2023, meeting were reviewed and unanimously approved as presented. The motion was made by Mr. Nichols and seconded by Mr. Scott Yancey.

V. Officer Elections

The Board postponed the election for both Chairman and Vice-chairman until the December 2023 meeting.

Chairman Cuttino opened up the floor for nominations for Board Treasurer. Mr. Yancey was nominated by Chairman Cuttino for the position of Board Treasurer. Mrs. Haneburg seconded the nomination. The vote was unanimous to elect Mr. Yancey as Treasurer.

VI. Financial Statement and Annual Report

The Chairman requested that the Secretary review the financial statement for the Spirits Promotion Fund for the fiscal years 2022-2023 and 2023-2024. The 2023-2024 statement reflected activity from July 1, 2023, to August 15, 2023. Financial statements were provided to the Board prior to the meeting for review.

VII. Administrative

• Research & Education Grants Program Updates; FY24-25 Announcement

- The Board will appoint a subcommittee at the December meeting to review the grant program's evaluation criteria. The FY24-25 program announcement will be released on November 1, 2023; proposals will be due February 2, 2024, and the Board will make award decisions during the March 2024 meeting.

- **BoardDocs Meeting Management Software Subscription**
 - *Allocate up to \$3,500.00 per year for an annual subscription to meeting management software similar or equivalent to BoardDocs. The motion was made by Mr. Yancey and seconded by Mrs. Haneburg; the vote was unanimously in favor.*
- **Board Meeting Schedule Review**
 - The Board's calendar-year meeting schedule moving forward, beginning in 2024, will be March, May, August, and December
- **Cory Jensen, VCU – Research Budget Amendment**
 - Mr. Jensen reviewed his amended research proposal and entertained questions. The Board did not amend the award amount allocated during the May 2023 meeting.

VIII. Virginia Spirits Board Marketing Office Update

The Virginia Spirits Board Marketing Office Executive Director and staff presented updates on activities since the last Board meeting and reviewed upcoming events and initiatives.

Ms. Bishop presented an update on the brand awareness study and entertained questions; data should be available to report at the next meeting.

IX. Other Business

Commissioner Guthrie presented an overview of Virginia Agriculture Magazine, which is an annual publication organized by VDACS.

X. Public Comment

The Chairman opened the floor for any public comments. There were no public comments.

XI. Schedule Next Meeting

The next meeting was scheduled for December 11, 2023, at 10AM; this will be an in-person meeting and the location will be determined later.

XII. Adjourn

The meeting was adjourned by the Chairman at 12:36PM.

Respectfully Submitted,
Jennifer Atkins
Secretary