

Board Members Present:

Kelly Gordon
Vicki Haneberg
Matthew Harris
Andrew Yancey
Joseph Guthrie, VDACS
Dale Farino, VA ABC

Board Members Absent:

Tim Nichols

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

Jeff Bloem
Joshua Chandler
Scott Harris
Thomas Murray

Guests/Staff:

Jennifer Atkins, VDACS
Jack Gorman, Spirits Board Marketing Office (VSBMO)
Madelyn Balsler, VSBMO
Erin Mitchell, VA ABC

I. Call to Order – 1:06PM

II. Approval of Minutes from the October 7, 2024, Meeting

A quorum was not present; October 7, 2024, minutes will be approved at the next meeting.

III. Financial Statement Review

Ms. Atkins briefly reviewed the Spirits Promotion Fund financial statement.

IV. Spirits Board Marketing Office Updates

The VSBMO Executive Director gave the following updates to the Board:

- Inaugural First Landing Cup competition planned for April 2025
- Future media focus planned for Virginia Cocktail Games winner and finalists
- Virginia 250 plans for special edition spirits
- New Virginia Spirits displays slated for 30 ABC stores in January
- Annual report to be presented at the next meeting
- BarPro Conference review (October 2024)
- Partnering with VDACS on a tasting project
- Planning a Virginia Tourism webinar for distillers

V. Other Business

- Confirmed Research & Education Grant Program funding meeting for March 2025
- Grantee discussion regarding change of fiscal agent (decision pushed to next meeting)

VI. Public Comment

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

VII. Schedule Next Meeting

The next meeting will be virtual and is scheduled for January 27, 2025, at 9AM.

VIII. Adjourn

The meeting was adjourned by the Chairman at 2:16PM.

Respectfully Submitted,
Jennifer Atkins
Secretary