

Virginia Wine Board Meeting: Day 1

Tuesday, March 18, 2025

Board Members Present

Megan Seibel, Chair

George Hodson, Vice Chair

Aubrey Rose, Treasurer

Anne Shelton

James King

Kerem Baki

Nate Walsh

Stephen Barnard

Board Members Absent

Joseph Guthrie, VDACS Commissioner

Luca Paschina

Guests/Staff Present

Joy Ting, Winemakers Research Exchange

Emily Hodson, ViRV

Mary Burrows, Virginia Tech

Jennifer Reichert, VWB Grants and Budget Manager

Lindsey Anderson, VWB Program Manager

Christina Sandridge, Virginia Wineries Association

Annette Boyd, Wine Board Marketing Office

Elizabeth Akers, Wine Board Marketing Office

Desiree Harrison Brown, Wine Board Marketing Office

Susan Kramer, Wine Board Marketing Office

Matt Brown, MWJ Brown Consulting

Drew Harner, Virginia Tech

Natalie Brinkley

I. **Call to Order – 9:08 AM**

II. **Technical Review Committee Report – J. Ting**

- a. The Technical Review Committee gave a summary of their impressions of the 17 research and education proposals they reviewed. The committee appreciated the requirement of recommendation letters, as it gave extra insight into the projects. In the future, the committee would like to see additional detail on the Wine Vision.

III. **2025-2026 Proposals/ Physical or Virtual Presentations**

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|-------|--------------------------------|---|
| 26-23 | Natalie Brinkley | Developing a Sustainable Vineyard Certification Pilot Program |
| 26-33 | Matthew Brown | Cost of Production Review |
| 26-34 | Matthew Brown | Virginia Wine Secret Shopper Pilot Program |
| 26-36 | Matthew Brown | Wine Consumer Focus Group |
| 26-38 | Matthew Brown | Small Producer Wine Trail |
| 26-07 | Wahid Lodin | Uncorking Virginia's Potential: A Regional Consumer Survey on Virginia Wines |
| 26-19 | Jacob Lahne, Ph.D. | Determining and meeting the sensory-evaluation needs of VA wine- and cider-makers |
| 26-35 | Dennis Cladis (co-I: Joy Ting) | Tannins, anthocyanins, and other polyphenols in Virginia Petit Verdot wines |
| 26-37 | Dennis Cladis (co-I: Joy Ting) | Assessing red wine phenolics in three Virginia wine varieties over three vintages |
| 26-09 | Anton Baudoin | Maintain fungicide resistance testing capabilities for grape diseases-2025-2026 |
| 26-40 | Mizuho Nita, Ph.D. | Improve the efficacy of grape downy mildew management in Virginia |
| 26-41 | Mizuho Nita, Ph.D. | Preparing for Pierce's Disease-Ready Future Vineyard Operations |
| 26-20 | Drew Harner, Ph.D. | Impacts of Exposure to Adult Spotted Lanternfly on Cabernet Franc Yield and Grape Composition |
| 26-21 | Drew Harner, Ph.D. | Comparing annual and perennial legumes as under-vine cover crops in Virginia vineyards |
| 26-39 | Amanda Stewart, Ph.D. | Harvest Maturity and Postharvest Storage of Southern Apples for Cider Production |
| 26-26 | Chrisa Giorgi | Virginia Wine Docu-series |
| 26-43 | Brett Milliken, Ph.D. | Building a Virginia Wine Industry Pipeline Through School-based Agricultural Education |
| 26-25 | AJ Greely | Virginia Commercial Grape Report 2025 |
| 26-16 | AJ Greely | Virginia Vineyards Association 2026 Winter Technical Meeting Facility Support |
| 26-29 | Christina Sandridge | VWA Technical & Reception Programs |
| 26-30 | Christina Sandridge | VWA Regulation and Rules Round Ups and Winery Resource Guide |

IV. **Board Discussion**

V. **Adjourn**

- a. *A motion to adjourn the first day of the meeting was made by S. Barnard and seconded by N. Walsh.*
- b. Day 2 of the meeting to take place at Graduate Charlottesville at 9:00 AM on 3/19/2025.

Virginia Wine Board Meeting: Day 2

Wednesday, March 19, 2025

Board Members Present

Megan Seibel, Chair

George Hodson, Vice Chair

Aubrey Rose, Treasurer (virtual)

Nate Walsh

Kerem Baki

Stephen Barnard

James King

Anne Shelton

Board Members Absent

Jospeh Guthrie, VDACS Commissioner

Luca Paschina

Guests/Staff Present

Megan Hereford, Virginia Cider Association

Lindsey Anderson, VWB Program Manager

Jennifer Reichert, VWB Grants and Budget Manager

Staci Saunders, Virginia Wine Distribution Company

Emily Hodson, ViRV

Annette Boyd, Wine Board Marketing Office

Susan Kramer, Wine Board Marketing Office

Elizabeth Akers. Wine Board Marketing Office

Desiree Harrison Brown, Wine Board Marketing Office

Christina Sandridge, Virginia Wineries Association

Laura Lake, Virginia Wineries Association

Chrisa Giorgi, Wine Cellar Stories Productions

Joy Ting, Winemakers Research Exchange

Ben Jordan, ViRV

I. Call to Order – 9:04 AM

II. Minutes

- a. A motion was made to approve the minutes from the December 2024 meeting by G. Hodson and seconded by S. Barnard. The motion passed unanimously.*

III. Financial Review – A. Rose

- a. A. Rose summarized the budget and emphasized the importance of spending carefully this year to leave room for the grant program in 2026. The Board should focus more on research projects to ensure reaching the 1/3 threshold.

IV. **Proposal Presentations, continued**

| | | |
|-------|----------------|--|
| 26-31 | Megan Hereford | Virginia Cider Educational Meetings FY 2025-2026 |
|-------|----------------|--|

V. **Industry Reports** – full reports found on Board Docs

- a. Virginia Cider Association – M. Hereford
- b. Virginia Wineries Association – C. Sandridge
- c. Winemakers Research Exchange – J. Ting
- d. Grape Breeding/ ViRV – E. Hodson & B. Jorden
- e. National Grape Research Alliance – E. Hodson
- f. Wine Board Marketing Office – A. Boyd
- g. Virginia Wine Distribution Company – S. Saunders

VI. **Grants Management Report** – J. Reichert

- a. J. Reichert gave a brief overview of the current grants and contracts and their status and the incoming final reports.
- b. A discussion was held on “Lessons Learned” for feedback from the Board. The Board was pleased with the proposals they received this year. In future years, the Board would like to more easily see how proposals match with Wine Vision priorities. There was interest in reworking the scoring system to put more weight on impact and budget.
- c. On behalf of Cathy Hughye with Enolytics, J. Reichert read her proposal to amend the grant deliverables, instead to send 2 reports with data from Vino Shipper and use the participating wineries to create a DTC Best Practices Guide.
 - i. *A motion was made to terminate the grant with Enolytics by S. Barnard and seconded by A. Shelton. The motion passed unanimously.*

VII. **Strategic Plan** – G. Hodson

- a. Tying into the “Lessons Learned” discussion, G. Hodson emphasized the importance of strengthening the Wine Vision so that goals can be better understood in the grant process and in industry efforts.

VIII. **New Business**

a. **Letter of Support** – M. Seibel

- i. Kevin Rice has asked the Board for a letter of support. Last year, the Board voted to give the Chair and Vice-Chair the power to sign letters on behalf of the Board together. M. Seibel reported on signing another letter for Rice.

b. **Washington Opportunity** – M. Seibel

- i. Walla Walla Community College in Washington State has viticulture and enology programs geared towards onboarding people to the industry. M. Seibel alerted the Board to the potential of having some members visit the college, as an opportunity implement something similar in Virginia. Further discussion on the topic will resume in May.

IX. **Old Business**

- a. **Governor's Cup Contract** – A. Shelton & K. Baki
 - i. A. Shelton and K. Baki gave an update on where we are in the process of seeking a sole source contract with the Virginia Wineries Association to run the Governor's Cup Competition. After receiving feedback from the state, the team submitted documents that justify why the Virginia Wineries Association is the only applicable recipient. A response from the Department of Purchasing & Supplies is set to be received in May.
 - ii. The suggested Scope of Work was discussed and agreed upon to use in the contract for expectations in the execution. The Virginia Wineries Association will need to propose to this Scope of Work.

X. Proposal Review

- a. The Virginia Wine Board reviewed 22 grant proposals in the categories of research, education, and marketing.
- b. After careful consideration of each grant, the Board tentatively selected 16 projects to fund. Final awards will be determined at the May meeting after the budget has been carefully reviewed to account for recurring obligations, the research threshold, and a decreasing budget.

XI. Public Comment

- a. None

XII. Next Meeting Date

- a. Wednesday, May 7, 2025 at Walsh Family Wine

XIII. Adjourn

- a. *A motion was made to adjourn the meeting by G. Hodson and seconded by K. Baki.*