

## **Virginia Wine Board Meeting Minutes**

**Monday, December 9, 2024**

### **Members Present**

George Hodson, Vice-Chair

Anne Shelton

Nate Walsh

Megan Seibel, Chair

Stephen Barnard, Virtual

James King, Virtual

Aubrey Rose, Treasurer

Luca Pascina

Kerem Baki

### **Members Absent**

Joe Guthrie, VDACS Commissioner

### **Guests Present**

Susan Kramer, Wine Board Marketing Office

Anna Anderson, Wine Board Marketing Office

Elizabeth Akers, Wine Board Marketing Office

Laura Lake, Virginia Wineries Association

Christina Sandridge, Virginia Wineries Association

Emily Hodson, National Grape Research Alliance

Final Minutes  
December 9, 2024

Virginia Wine Board

Veritas Vineyard and Winery  
Afton, VA

Ben Jordan, ViRV

Joy Ting, Winemakers Research Exchange

Matthew Brown, MWJ Consulting

Staci Saunders, Virginia Wine Distribution Company

Desiree Harrison-Brown, Wine Board Marketing Office

Jon Ruel, Early Mountain Vineyards

Annette Boyd, Wine Board Marketing Office

Renee Boyer, Virginia Tech

Mary Burrows, Virginia Tech

Matthieu Finot, King Family Vineyards

Drew Harner, Virginia Tech

Greg Rosko, Piedmont Virginia Community College

Lindsey Anderson, VDACS

Jennifer Reichert, StonyWater LLC

**I. Call to Order – 10:21 AM**

**II. Minutes**

- a. *A motion was made by G. Hodson to approve the minutes from the August meeting and seconded by A. Rose. Motion passed unanimously.*

**III. Budget Review – A. Rose**

Income			Research 1/3	Marketing 2/3
July 24 cash balance	Cash balance entering July 2024 (ESTIMATED \$1,511,953.93)	\$ 2,062,097.75		
deposited Sep 10, 2024	<u>FY25 Allocation per GA budget</u>	\$ 2,369,734.00		
	Reserved	\$ (500,000.00)		
	FY23-24 grant and contract payments made after July 1, 2024	\$ (290,522.45)		
	<b>Net available to spend</b>	<b>\$ 3,641,309.30</b>	<b>= \$ 1,213,769.77</b>	<b>\$ 2,427,539.53</b>
Expenses/Commitments				
	WRE Contract (year 3 of 5)	\$ 335,510.00		
	Grape Breeding Initiative (year 3 of 5)	\$ 243,383.36		
	National Grape Research Alliance (continuing grant obligation for FY25 travel)	\$ 7,619.33		
	National Grape Research Alliance (FY25 dues)	\$ 10,000.00		
	FY 24-25 Grants	\$ 400,810.54	= \$ 288,919.00	\$ 111,891.54
	FY 23-24 Grants (continuing unspent obligations)	\$ 114,233.91	= \$ 114,233.91	\$ -
	FY 22-23 Grants (continuing unspent obligations)	\$ 1,120.30	= \$ 1,120.30	
	Governor's Cup Competition FY24-25 (year 5 of 5)			\$ 120,000.00
	Wine Board Marketing Office FY24-25 (year 3 of 5)			\$ 1,615,000.00
	WBMO Office Rent FY24-25			\$ 27,324.00
	Wireless Services FY24-25			\$ 2,000.00
	Grant Management Contract FY24-25 (year 2 of 5)			\$ 77,100.00
	Board Admin (Board Docs, EVA, Travel) FY24-25			\$ 25,000.00
	Contingency	\$ 40,000.00	\$ 40,000.00	
	<b>Total Expenses - Approved</b>	<b>\$ 3,059,101.44</b>	<b>= \$ 1,040,785.90</b>	<b>\$ 2,018,315.54</b>
			34%	66%
			1/3 to 2/3 Ratio Status	
			\$ (31,282.42) <--amount below (or above) current 1/3	
Pending caboose bill	<b>Available Balance</b>	<b>\$ 582,207.86</b>	<b>\$ 172,983.87</b>	<b>\$ 409,223.99</b>
			1/3 (floor)	2/3 (ceiling)
	<b>Amendments / Awards for 8/20/24 VWB</b>	<b>\$ -</b>	<b>= \$ -</b>	<b>\$ -</b>
Approved via email	No-cost reallocation for VT-Harner Novel Grapevines			
	Shift some of WRE ViRV grant to supplement the CRADA grant, conditioned on the CRADA's amendment			
	Conduct second Cider Apple Report using unspent grant funds			
	Ratio status after approved amendments?		34%	66%
			1/3 to 2/3 Ratio Status	
Must last two years	<b>Available balance after amendment/awards</b>	<b>\$ 582,207.86</b>	<b>= \$ 172,983.87</b>	<b>\$ 409,223.99</b>

#### IV. Industry Reports – Full Reports on Board Docs

- a. National Grape Research Alliance – E. Hodson
- b. Grape Breeding – E. Hodson & B. Jordan
  - i. E. Hodson and B. Jordan requested that the Board approve the potential movement of funds for the ViRV project from one current grant (“Breeding downy mildew resistant vinifera-style wine grapes adapted to the Mid-Atlantic US) to another (the CRADA grant “Groundwork for Development and Management of a Virginia Focused Wine Grapevine Breeding Initiative”) to match a potential amendment to WRE’s CRADA with USDA.
    1. *A motion was made by N. Walsh to transfer as requested, conditional on the ability to obtain completed CRADA paperwork. The motion was seconded by A. Rose. The motion carried.*
- c. Winemakers Research Exchange – J. Ting
- d. Wine Board Marketing Office – A. Boyd

- i. Annette and her team of reviewers plan to finalize their thoughts on the matching marketing grant proposals by Friday, 12/13. She requested the Board allow them to move forward with grantees if necessary.

- 1. *A motion was made to allow the marketing team to continue the matching marketing grant process with the ability to move forward with grantees by A. Shelton and seconded by K. Baki. The motion carried.*

- e. Virginia Cider Association – A. Shelton

- i. VCA was able to complete their Cider Apple Report under budget, with \$10,000 remaining. The association requested that the Board reallocate the leftover \$10,000 to the contractual section of the budget to complete another Cider Apple Report.

- 1. *A motion was made by A. Rose to reallocate the funds and seconded by G. Hodson. The motion carried.*

- ii. Virginia Wineries Association – C. Sandridge

- iii. Virginia Wine Distribution Company – S. Saunders

**V. Board Docs – L. Anderson**

- a. Board Docs contract renewal will come up in February, 2025 with the potential of a 5% cost increase.

- i. *A motion was made to continue the use of Board Docs and approve up to a 5% contract increase by K. Baki and seconded by G. Hodson. The motion passed unanimously.*

**VI. Annual Report – L. Anderson**

- a. The Annual Report was submitted to the Virginia Department of Agriculture as an overview of the Board's accomplishments throughout the previous year. The report included details from Winemakers Research Exchange, Wine Board Marketing Office, and the grant program.

**VII. Virginia Tech**

- a. Enologist Update – R. Boyer

- i. A top candidate has been identified to fill the open Enologist position at Virginia Tech. They are currently in negotiations to bring this individual

on board. For the start date, ideally this person would begin in August of 2025 if they choose to accept the offer.

b. AREC Overview – M. Burrows

- i. M. Burrows guided the Board through an overview of all of the Agricultural Research and Education Centers around the state. Approximately 20% of Virginia Tech's employees are located at the ARECs. She offered a legislative update, that they are seeking to invest in agriculture economics tools to help growers and want to hire specific agents to help in this effort. Mary is planning to open up an email newsletter to keep the industry informed of changes and to keep up with industry needs.

**VIII. GO Virginia – M. Brown, full report in Board Docs**

- a. M. Brown relayed information received from the GO Virginia Region 9 grant and the recommendations to the area that could benefit other areas of the state as well.

**IX. Strategic Plan Update – A. Anderson**

- a. Anna shared that organizations will continue to meet on the strategic plan. The challenge right now is effectively sharing the completed items from the list. Completed tasks do not reflect the achievements and work that each organization has completed for the industry, but instead requires the context of the original list of items to be done. Reorganizing the display of meeting these goals is important.

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

- a. J. Reichert brought to the Board's attention which grants have been extended or expired, as well as an overview of the current grants status.
- b. The Board called in Cathy Huyghe to speak on the Enolytics grant situation. Enolytics are struggling to onboard the DTC companies as promised. Cathy is confident that the data she has is statistically significant and with the Board's assistance has plans to increase the wineries she is working with by the end of January, to make a total of 20 or more by the end of January, and higher by March's end. The Board agreed that those improvements would put the project on track.

- c. J. Reichert reviewed the preproposal applicant pool against a comprehensive walkthrough of the grant portfolio, including who applied for what, and what was awarded over the last 3 years.
- d. The Board noted the need to re-award the expiring Governor's Cup contract and appointed A. Shelton and K. Baki to lead this effort. The current contract is written completely different than the rest of the contracts the Board funds. J. Reichert suggested the Board can choose to change the way this contract is written to enhance the understanding of where and how money is spent, avoiding risk to the Board and the Agency. The Board agreed to move forward with rewriting the contract in a more typical fashion.

**XI. Pre-Proposal Review and Selection**

- a. The Board received 42 pre-proposals to review, with a majority being in the marketing category. There were 23 unique applicants.
- b. After a thorough review, the Board invited 25 preproposals' applicants to submit a full proposal by February 3, 2025 and present their project at the March meeting.

NUMBER	Organization	Type of Project	Category	Title of Project (15 words or less)	Total Budget
26-25	Virginia Vineyards Assoc	Marketing	Recurring	Virginia Commercial Grape Report 2025	\$ 33,000
26-16	Virginia Vineyards Assoc	Education	Recurring	Virginia Vineyards Association 2026 Winter Technical Meeting Facility Support	\$ 45,000
26-39	Virginia Tech, Department of	Research	New (This	Harvest Maturity and Postharvest Storage of Southern Apples for Cider Production	\$ 59,603
26-20	Virginia Tech	Research	Continuing	Impacts of Exposure to Adult Spotted Lanternfly on Cabernet Franc Yield and Grape Composition	\$ 59,373
26-21	Virginia Tech	Research	Continuing	Comparing annual and perennial legumes versus fescues as under-vine cover crops in Virginia vineyards	\$ 48,099
26-09	Virginia Tech	Research	Continuing	Maintain fungicide resistance testing capabilities for grape diseases-2025-2026	\$ 9,900
26-43	Virginia Tech - Agriculture	Education	New (This	Building a Virginia Wine Industry Pipeline Through School-based Agricultural Education	\$ 40,000
26-32	Enolytics LLC	Marketing	Continuing	Layering Wholesale Data onto Virginia Wine DTC Data	\$ 30,000
26-26	Wine Cellar Stories Produ	Marketing	New (This	Virginia Wine Docu-series	\$ 50,000
26-29	Virginia Wineries Associa	Education	Recurring	VWA Technical & Reception Programs	\$ 45,000
26-30	Virginia Wineries Associa	Education	Recurring	VWA Regulation and Rules Round Ups and Winery Resource Guide	\$ 42,000
26-35	Virginia Tech	Research	Recurring	Tannins, anthocyanins, and other polyphenols in Virginia Petit Verdot wines	\$ 42,632
26-37	Virginia Tech	Research	Continuing	Assessing post malolactic fermentation red wine phenolics in three Virginia wine varieties over three vintages	\$ 47,323
26-19	Virginia Tech	Research	New (This	Determining and meeting the sensory-evaluation needs of Virginia wine- and cider-makers	\$ 54,599
26-28	Community Benchmark, I	Marketing	New (This	Comparative Benchmark Reports & Dashboards for Winery DTC Operators & Tourism Stakeholders	\$ 35,000
26-22	Cs The Moment Producti	Marketing	New (This	Discover Virginia Wine	\$ 40,000
26-33	MWJ Brown Consulting, I	Education	New (This	Virginia Wine Cost of Production Analysis	\$ 18,000
26-34	MWJ Brown Consulting, I	Marketing	New (This	Virginia Wine Secret Shopper Pilot Program	\$ 22,500
26-38	Nelson County Office of I	Marketing	New (This	Hidden Gems Wine Trail	\$ 24,000
26-36	Nelson County Office of I	Marketing	New (This	Virginia Wine Consumer Focus Group	\$ 20,000
26-31	Virginia Cider Association	Education	Recurring	Virginia Cider Educational Meetings FY 2025-2026	\$ 8,000
26-40	Virginia Tech	Research	Continuing	Improve the efficacy of grape downy mildew management in Virginia	\$ 56,000
26-41	Virginia Tech	Research	New (This	Preparing for Pierce's disease-ready future vineyard operations	\$ 25,000
26-23	Sustainable Virginia Viney	Research	New (This	Vineyard Sustainability Pilot Program	\$ 8,000
26-07	Loopr Marketing	Marketing	New (This	Uncorking Virginia's Potential: A National Consumer Survey on Virginia Wines	\$ 45,000

## XII. Public Comment – None

## XIII. Next Meeting

- Tentatively: Virginia Department of Forestry Headquarters, 3/17-3/18
- Time is to be determined based on presentation scheduling; dates and location are subject to change based on building and Board availability.

## XIV. Adjourn

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Veritas Vineyard and Winery  
Afton, VA

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