**Virginia Wine Board**

**Marriott Richmond West**

**July 10, 2013**

**Strategic Planning Session**

**FINAL MINUTES**

**Present**

John Stephens Chris Blosser Diane Flynt

Bill Tonkins Mills Wehner Luca Paschina

Mitzi Batterson David King Secretary Haymore

**Absent**

Ruth Saunders

**Guests**

The attendee list is included with the official minutes

**Call to Order and Welcome**

At 9:05, Chairman Stephens called the meeting to order and welcomed the Board and guests. Chairman Stephens went over the agenda for this special strategic planning session. Regular Board business will take place at the next meeting and this meeting will focus solely on developing a plan for the future.

**Vision 2015**

Annette Boyd from the Wine Marketing Office reviewed the original strategic plan developed in 2004 and 2005.

**Second Strategic Plan**

In 2011, a new marketing strategic plan was developed to take into account changes in the industry since the original “Vision 2015”. This plan is in effect now but it was focused solely on the marketing aspects of a strategic plan. Since 2015 is a short two years away, it is necessary to update Vision 2015 with input from leaders in the industry.

**Report from the Virginia Wineries Association**

Laurie Aldrich gave the presentation for the Virginia Wineries Association (VWA). The VWA is proactive in its support for the Virginia wine industry. The VWA has many new initiatives, including a winery resource guide.

**Report from the Virginia Vineyards Association**

Jim Benefield gave the presentation for the Virginia Vineyards Association (VVA). The VVA has been at the forefront of efforts to increase grape acreage. A lack of grapes is hurting the industry as wineries can’t meet consumer demand. The VVA is trying to increase grape acreage by 10% or more by 2020.

**Report from the Virginia Wine Council**

Katie Hellebush gave the presentation for the Virginia Wine Council (VWC). The VWC is the voice of the wine industry at the General Assembly and has been active on issues affecting the industry.

**Break Out Session 1**

At this point, the attendees broke into 5 separate groups to work on Strengths, Weaknesses, Opportunities and Threats (SWOT). Each group worked on ideas separate from the other groups. The ideas of each group will be compiled and voted on at the end of the session.

**Break Out Session 2**

The same groups worked on a new vision statement. The attendees used the “Vision 2015” statement as the basis for a new statement. The statements were compiled and voted on at the end of the session.

**Lunch**

The attendees broke for a working lunch, discussing ideas on the first 2 breakout sessions.

**Break Out Session 3**

At this time, attendees broke into 5 different groups, including Business Environment, Legislative Initiatives, Marketing, Wine Making, and Grape Growing. Each group was charged with developing strategic objectives for their topics. This information will be compiled and voted on at the end of the session.

**Break Out Session 4**

For this session, the same groups worked on strategies to achieve the objectives identified in the earlier breakout session. Each group will be asked to list their top four priority objectives and they were voted on by the entire group at the end of the session.

**Recap of Sessions**

The attendees met as a group and reviewed all the work. At this time, the group discussed the topics and came up with a list of priorities. This list will also be shared with the entire industry.

Public Comment

Secretary Haymore thanked the attendees for the work on developing objectives and strategies to move the industry forward. Secretary Haymore will forward the information to the Governor to include these ideas into his final budget.

Brian Roeder thanked all those that put this strategic planning session together as well as the industry attendees that shared their ideas.

Laurie Aldrich announced Steven Spurrier will be a judge at next year’s Governors Cup

Annette Boyd introduced Susan Wagner as a new member in the WMO. Susan will be the point person on all social media marketing efforts.

**Adjourn**

With no further public comments and no further business, Chairman Stephens adjourned the meeting at 4:40

Respectfully submitted

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John Stephens, Chairman David Robishaw, Secretary