Monday, December 4, 2023

Board Members Present
Anne Shelton
Nate Walsh
James King
Aubrey Rose, Treasurer
Megan Seibel, Chair
Stephen Barnard
Joseph Guthrie, VDACS Commissioner
Kerem Baki
George Hodson, Vice-Chair
Luca Paschina

Guests/Staff Present
Lindsey Anderson, VDACS
Annette Boyd, Virginia Wine Board Marketing Office
Elizabeth Akers, Virginia Wine Board Marketing Office
Anna Anderson, Virginia Wine Board Marketing Office
Jennifer Reichert, Stonywater
Joy Ting, Winemakers Research Exchange
Emily Hodson, Winemakers Research Exchange
Andrew Harner, Virginia Tech
Kirk Wiles
I. Call to Order – 10:07 AM

II. Minutes from the previous meeting (August 2023) A motion was made by S. Barnard and seconded by N. Walsh to approve the draft minutes. The motion carried unanimously.

III. Financial Report – Budget Overview and Spending Needs

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<table>
<thead>
<tr>
<th>Income</th>
<th>Research 1/3</th>
<th>Marketing 2/3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total FY24 Allocation 9/30/23</td>
<td>$2,514,049.00</td>
<td></td>
</tr>
<tr>
<td>Cash balance entering July 2023</td>
<td>$1,391,085.17</td>
<td></td>
</tr>
<tr>
<td>Oct 23 Refund from VT for 20-21 overcharge</td>
<td>$5,000.00</td>
<td></td>
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<tr>
<td>Reserve pending budget</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY22-23 grant and contract payments made in FY24</td>
<td>$535,031.46</td>
<td></td>
</tr>
<tr>
<td>Net available to spend in 23-24</td>
<td>$3,695,271.81</td>
<td>$613,231,757.77</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expense/Commitments</th>
<th>Research 1/3</th>
<th>Marketing 2/3</th>
</tr>
</thead>
<tbody>
<tr>
<td>WRI Contract (year 2 of 3)</td>
<td>$216,810.00</td>
<td></td>
</tr>
<tr>
<td>Grape breeding initiative (year 2 of 3)</td>
<td>$30,807.46</td>
<td></td>
</tr>
<tr>
<td>National Grape Research Alliance</td>
<td>$15,000.00</td>
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</tr>
<tr>
<td>FY23-24 Grants</td>
<td>$317,330.56</td>
<td>$274,230.76</td>
</tr>
<tr>
<td>Continuing FY23-24 Grants</td>
<td>$27,991.38</td>
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</tr>
<tr>
<td>Continuing FY22-22 Grants</td>
<td>$18,101.41</td>
<td></td>
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<tr>
<td>Governor’s Cup Competition</td>
<td>$120,000.00</td>
<td></td>
</tr>
<tr>
<td>WRI Board Marketing Office</td>
<td>$1,402,000.00</td>
<td>$43,100.00</td>
</tr>
<tr>
<td>WMWO Office Rent</td>
<td>$27,124.00</td>
<td></td>
</tr>
<tr>
<td>Wireless Services</td>
<td>$1,000.00</td>
<td></td>
</tr>
<tr>
<td>Grant Management Contract</td>
<td>$80,000.00</td>
<td></td>
</tr>
<tr>
<td>Board Admin (Board Decs, EVA, Travel)</td>
<td>$20,000.00</td>
<td></td>
</tr>
<tr>
<td>Contingency</td>
<td>$80,000.00</td>
<td></td>
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<tr>
<td>Total 23-24 Expenses - Approved</td>
<td>$2,675,579.81</td>
<td>$844,051.81</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Available Balance</th>
<th>1/3</th>
<th>2/3</th>
<th>1/3 to 2/3 Ratio Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,051,096.00</td>
<td>$287,705.46</td>
<td>$213,090.54</td>
<td>1/3 to 2/3 Ratio Available</td>
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</tbody>
</table>

Amendments being requested at 12/3 VWR
- WRI: GA gap for VWR management (request anticipated) | $176,052.74 | $130,742.74 | $32,310.00 |
- WRI: User Powered for VWR (request anticipated) | $76,969.84 |               |
- WRI: User Powered for VWR (request anticipated) | $76,969.84 |               |
- WRI: User Powered for VWR (request anticipated) | $76,969.84 |               |
- WRI: User Powered for VWR (request anticipated) | $76,969.84 |               |
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IV. Industry Reports

a. Virginia Wineries Association, G. Hodson

b. Winemakers Research Exchange, J. Ting

i. Request for additional $20,000 to cover shipping and wine sample analysis costs

1. A motion was made to approve the request of $20,000 by A. Rose and seconded by S. Barnard. The motion was approved unanimously.
ii. Request for an increase in funding for the ViRV project to match the CRADA’s escalated funding. This increase is $139,241.53 over the course of 5 years, which will correct an error made in original paperwork.

   1. A motion was made to approve the request of $139,241.53 by G. Hodson and seconded by S. Barnard. The motion carried unanimously.

c. National Grape Research Alliance, E. Hodson

d. Virginia Cider Association, A. Shelton

e. Wine Board Marketing Office, A. Anderson

   i. Request to reallocate $15,000 SEO/SEM budget to Advertising.

   1. A motion was made by G. Hodson to approve the reallocation request and seconded by J. King. The motion carried unanimously.

V. Grant Management Report – full report available on BoardDocs

   a. Jennifer Reichert gave an overview of the Board’s current contracts, standing of grants in the portfolio, and recent refunds received.

   b. Jennifer covered the details of the current grant cycle, including the breakdown of applicants and some upcoming changes. The changes are designed to help applicants better understand the definitions of research, education, and marketing, as well as how the evaluation will be conducted.

VI. Pre-Proposals

   a. The Board reviewed 52 pre-proposals for the FY 24-25 round of grant funding. 27 proposals were invited to make a full proposal submission prior to the March funding meeting, where they anticipate allocating up to $714,973 to research, education, and marketing grants.

VII. Amendments

   a. Request from the Virginia Cider Association for $22,000 to complete the Apple Report.

   i. A motion was made to approve the project by G. Hodson and seconded by L. Paschina. The motion carried unanimously.
b. Request for $76,980.44 to go towards the Grape Breeding Project (ViRV) to supplement the lack of expected funding that was not received.
   i. *A motion was made to approve the request of $76,980.44 by K. Baki and seconded by G. Hodson. The motion carried unanimously.*

c. The Wine Board Marketing Office made a request for an additional $62,500 for marketing efforts.
   i. *A motion was made to approve the additional funding by N. Walsh and seconded by G. Hodson.*

VIII. **Endorsement Request** – Andrew Harner
   a. Dr. Harner requested an endorsement letter from the Virginia Wine Board to submit as a letter of support on a current grant application.
      i. *A motion was made to endorse the project by A. Rose and seconded by G. Hodson. The motion was approved unanimously.*

IX. **FOIA Compliance**
   a. Updates made to the website to make more meeting details public.
   b. Discussion with Justin Bell to better understand FOIA and how it translates to actions of the Board. The Board would like to have a Technical Committee to assist with the review of grant applications, but as a body of the Board the committee would need to hold public meetings.
      i. *A motion was made to approve the Technical Committee as a public body of the board by G. Hodson and seconded by A. Shelton. The motion carried unanimously.*

X. **Electronic Meetings Policy**
   a. *A motion was made to accept the Electronic Meetings Policy by A. Rose and seconded by K. Baki. The motion carried unanimously.*

XI. **Board Docs Renewal**
   a. *The Board voted unanimously to continue to use BoardDocs and approve another year’s commitment for the agreement that ends in early 2023.*

XII. **Annual Report**
    a. *The board voted unanimously to approve the 2022-2023 Annual Report*
XIII. Public Comment
   a. None.

XIV. Next Meeting
   a. Tentatively scheduled for March 25 and 26, 2024 at the Omni in Charlottesville.

XV. Meeting Adjourned – 4:45 PM
   a. *A motion was made to adjourn the meeting by G. Hodson and seconded by A. Rose.*