

Final Minutes
December 4, 2023

Virginia Wine Board

Walsh Family Wine
Purcellville, VA

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

Ben Jordan, Winemakers Research Exchange

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

Virginia Wine Board Budget - December 4, 2023 Wine Board Meeting		Research 1/3	Marketing 2/3	
Income				
Total FY24 Allocation 9/15/23	\$ 2,514,048.00			
Cash balance entering July 2023	\$ 1,739,205.27			
Oct 23 Refund from VT for 20-21 overcharge	\$ 1,950.00			
Reserved pending budget	\$ -			
FY22-23 grant and contract payments made in FY24	\$ (559,931.46)			May&June WRE&WMO; FY22-23/21-22 grants; VT refund
Net available to spend in 23-24	\$ 3,695,271.81	= \$1,231,757.27	\$ 2,463,514.54	0
Expenses/Commitments				
WRE Contract (year 2 of 5)	\$ 298,810.00			C
Grape Breeding Initiative (year 2 of 5)	\$ 209,407.46			G
National Grape Research Alliance	\$ 15,000.00			G
FY23-24 Grants	\$ 317,530.56	= \$ 274,230.56	\$ 43,300.00	G
Continuing FY22-23 Grants	\$ 27,993.38			
Continuing FY21-22 Grants	\$ 18,610.41			
Governor's Cup Competition			\$ 120,000.00	C
Wine Board Marketing Office			\$ 1,462,900.00	C
WBMO Office Rent			\$ 27,324.00	A
Wireless Services			\$ 2,000.00	A
Grant Management Contract			\$ 80,000.00	C
Board Admin (Board Docs, EVA, Travel)			\$ 20,000.00	A
Contingency			\$ 80,000.00	
Total 23-24 Expenses - Approved	\$ 2,679,575.81	= \$ 844,051.81	\$ 1,835,524.00	
		31%	69%	1/3 to 2/3 Ratio Status
		\$ 40,208.21		<--amount below current 1/3
Available Balance	\$ 1,015,696.00	\$ 387,705.46	\$ 627,990.54	1/3 to 2/3 Ratio Available
		1/3 (floor)	2/3 (ceiling)	
Amendments being requested at 12/4 VVB	\$ 176,992.74	= \$ 114,492.74	\$ 62,500.00	
- WRE: GA gap for VIRV management (request anticipated)		\$ 76,980.44		
- WRE: CRADA gap for VIRV (request anticipated)	139,241.53 over 5 yr:	\$ 17,512.30		
- WMO: plus-up (request received)			\$ 62,500.00	
- WRE: plus-up for lack of project attrition (request received)		\$ 20,000.00		

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.*