

*This meeting was held electronically via WebEx on Tuesday, December 15, 2020 during the Governor's declared state of emergency due to the COVID-19 pandemic making it unsafe for the public body to assemble in a single location. A recording of the meeting is available:*

<https://covaconf.webex.com/recordingservice/sites/covaconf/recording/playback/936324d2ed3e437c892c5d8c18665e78> Password: VAWine2020

## **Tuesday, December 15, 2020**

### **Board Members Present**

Kirk Wiles, Chair	Megan Seibel
Mitzi Batterson, Treasurer	Luca Paschina
Tayloe Dameron, Vice Chair	Len Thompson
Doug Fabboli	Courtney Mailey
Dr. Jewel Bronaugh	

### **Absent**

Patrick Duffeler II

### **Guests / Staff**

Annette Boyd, Virginia Wine Board Marketing Office  
Susan Kramer, Virginia Wine Board Marketing Office  
Anna Pendleton, Virginia Wine Board Marketing Office  
Amanda Christian, Virginia Wine Board Marketing Office  
Anne Shelton, Virginia Association of Cider Makers  
George Hodson, Virginia Wineries Association  
Bannon Squirewell, Virginia Wineries Association  
Mary Beth Williams, Williams Compliance  
Joy Ting, Winemakers Research Exchange  
Emily Pelton, Winemakers Research Exchange  
Carly Maher, The Veraison Project  
Chauncey Jenkins, The Veraison Project  
Nadine Brown, The Veraison Project  
Aileen Sevier, Early Mountain Vineyards  
Robin Hill, Virginia Winery Distribution Company  
Bill Scruggs, Virginia Department of Agriculture and Consumer Services  
Kevin Steinbrecher, Department of Agriculture and Consumer Services  
Melissa Ball, Virginia Department of Agriculture and Consumer Services  
Caitlin Miller, Virginia Department of Agriculture and Consumer Services.

## **I. Call to Order & Welcome - 10:00 AM**

## **II. Approval of Draft Minutes**

- A. *The minutes of the December 17, 2019 meeting were reviewed and unanimously approved as presented.*

B. *The minutes of the August 18, 2020 meeting were reviewed and unanimously approved as presented.*

**III. Financial Report - Mitzi Batterson presenting**

A. FY 2021: Base appropriations as of 7/1/2020 is 2,273,692.00. There is approximately 85,195.02 unallocated for the remainder of the 2020-2021 Fiscal Year.

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**Virginia Wine Board Financial Statement**  
**December FY 21 - DRAFT**

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Carryover/Beginning Balance	Estimate/Budget
Unallocated Prior Year Research	\$ 35,568.14
Unallocated Prior Year Marketing	\$ 140,751.88
De-obligated Prior Year Research	\$ -
De-obligated Prior Year Marketing	\$ -
<b>Total Carryover/Beginning Balance</b>	<b>\$ 176,320.02</b>
<b>Income</b>	
Base Appropriations as of 7/1/2020	\$ 2,273,692.00
1/3 Research	757,897.33
2/3 Marketing	1,515,794.67
<b>Total Income with Carryover Balance</b>	<b>\$ 2,450,012.02</b>
<b>Expenses - Approved</b>	
<b>Research Expense</b>	
FY 20-21 Approved Research Grants	\$ 755,386.00
<b>Total Research</b>	<b>\$ 755,386.00</b>
<b>Marketing Expense</b>	
Board Admin Expenses (includes Board Docs, EVA Fees, Travel)	\$ 20,000.00
Office Rent	27,324.00
Wireless services	2,257.00
Contingency	7,500.00
Wine Marketing Office	1,402,350.00
Marketing Grants (non-WBMO)	150,000.00
<b>Total Marketing</b>	<b>\$ 1,609,431.00</b>
<b>Total Expenses</b>	<b>\$ 2,364,817.00</b>
<b>Projected Balance</b>	<b>\$ 85,195.02</b>
<b>Estimated Amount Available for Research</b>	<b>\$ 38,079.48</b>
<b>Estimated Amount Available for Marketing</b>	<b>\$ 47,115.54</b>

Approved at the August 2020 meeting

updated as of 12.8.20

1. Approved additional \$2,350 to WMO budget for Crafted For All
2. Approved \$15,000 for NGRA Travel (\$5,000) & Membership (\$10,000)

#### IV. Reports

- A. The Veraison Project – Carly Maher, Chauncey Jenkins, Nadine Brown, and Aileen Sevier presenting
  - a. Provided an overview of the organizational mission and goals in addition to discussing details of two pre-proposals submitted to the Board for the FY22 funding cycle.
- B. Virginia Winery Distribution Company – Robin Hill presenting
  - a. Provided update on Seventy contract. VWDC is now working with Seventy to highlight wineries and ciders using VWDC as its distributor
  - b. Full report available on BoardDocs.
- C. Virginia Cider Association – Anne Shelton presenting
  - a. Provided updates on events including CiderWeek Virginia 2020 and CiderCon 2022, which will be held in Richmond.
  - b. Provided an update on the rebranding grant from FY20. The official name of the organization has changed from Virginia Association of Cider Makers and is now the Virginia Cider Association. The new website reflects this change and the new branding. The project is now complete.
  - c. Full report available on BoardDocs.
- D. Winemakers Research Exchange – Joy Ting presenting
  - a. Provided a mid-year update on research project including plans for chemical analysis and sensory sessions. Additionally, provided information about updates to the WRE website.
  - b. Full report available on BoardDocs.
- E. Virginia Wineries Association – Mitzi Batterson presenting
  - a. Provided updates on VWA events and status of grants including: 2020 Annual Meeting, Regulation Round Ups, Governor's Cup Competition, Governor's Cup Seminar, and Governor's Cup Consumer Event.
  - b. Full report available on BoardDocs.
- F. Virginia Wine Board Marketing Office – Annette Boyd presenting
  - a. Provided updates on Virginia wine sales and marketing initiatives including Virginia Wine Month, Holiday Campaign, the Governors' Cup and the 2021 Winery Guide.
  - b. Introduced new VWBMO staff member, Amanda Christian.
  - c. Requested a reallocation of \$144,000 previously earmarked for the Virginia Wine Summit. Funds will be distributed as follows:

Wine Library	\$5,000
Governor's Cup Marketing	\$9,600
Virginia Wine Month	\$14,400
Brand Development	\$15,000
Content Creation	\$15,000
Wine Enthusiast Partnerships	\$20,000
POS	\$30,000
Digital Advertising	\$35,000
TOTAL	\$144,000

*A motion was made, seconded and unanimously approved to accept the WBMO budget reallocation as presented.*

Roll Call

Batterson Yes  
Dameron Yes  
Fabboli Yes  
Mailey Yes  
Paschina Yes  
Seibel Yes  
Thompson Yes  
Wiles Yes

**V. Old Business**

**A. Statement of Need for Enology Research Contract**

The Board discussed the Statement of Need for the Enology Research Contract as presented by the Committee. Kevin Steinbrecher, Director of Procurement & Support Services answered the Board's questions regarding the RFP process. If Board members have additional edits to the Statement of Need, they will send them to the Program Manager by the end of December. Otherwise, the document will be sent to the Procurement Office as is.

**B. FY 20-21 Grants**

- a. The Board reviewed an extension request submitted by Beth Chang for the project entitled, "Enabling relationship building and knowledge transfer between industry stakeholders and enology extension personnel through in-person interactions." Chang was unable to complete the project due to COVID-19. The one-year extension request was granted by the Board Chair. The new end date is May 31, 2022.
- b. Due to COVID-19, the Virginia Wineries Association Annual Meeting & Conference was held virtually. VWA requested an approval for the following budget amendment:

	<b>Original</b>	<b>Amended</b>
Travel	\$2,000	0
Equipment (rental)	\$6,500	0
Supplies	\$2,000	0
Contractual	\$7,000	\$25,000
Other	\$7,500	0
Total	\$25,000	\$25,000

*A motion was made, seconded and unanimously approved to accept the VWA budget amendment as presented.*

Roll Call

Batterson Yes  
Dameron Yes  
Fabboli Yes  
Mailey Yes  
Paschina Yes

Seibel Yes  
Thompson Yes  
Wiles Yes

c. FY 2020-2021 Mid-Year Reports are available on BoardDocs.

## VI. New Business

### A. Diversity and Inclusion Work Group

The Diversity and Inclusion Work Group has met twice with Dr. J Jackson Beckham of Crafted For All. The Work Group includes the following members: Annette Boyd, Courtney Mailey, Diane Flynt, George Hodson and Kirk Wiles.

### B. Pre-proposals 2021-2022

The Board reviewed 31 pre-proposals submitted for the 2021-2022 fiscal year.

Title	Organization	Amount
Virginia Commercial Grape Report	SMS Research Advisors	\$36,000
Virginia Hard Cider: How does production-relevant cider chemistry affect flavor, consumer perceptions, and product valuation?	Virginia Tech	\$51,660
The Veraison Project and Early Mountain Virginia Wine Apprenticeship Program	The Veraison Project	\$38,277
The Veraison Wine Business Virtual Masterclass Platform	The Veraison Project	\$1,200
2021-2022 Virginia Winemakers' Research Exchange Experiments and Sensory Sessions	Winemakers Research Exchange	\$167,150
Safety and Effectiveness of Weed Slayer for Organic and Conventional Grape Production	Virginia Tech	\$27,300
Evaluation of a machine learning product to predict grape pest and disease outbreaks	Agrology	\$25,000
Virginia-grown Cider: How do Cultivar and Fermentation Strategies affect Cider Chemistry, Flavor and Consumer Valuation of the Product?	Virginia Tech	\$45,518
Viticulture Extension and Research support	Virginia Tech	\$35,612
Maintain fungicide resistance testing capabilities for grape diseases, and follow-up tests on cane-infecting fungi-III	Virginia Tech	\$12,860
Mealybug species composition and management in Virginia vineyards	Virginia Tech	\$56,036
Spotted lanternfly affecting Virginia vineyards: Expansion, and control of egg masses	Virginia Tech	\$56,800
Establishment of Virginia sentinel vineyard network for extension and research	Virginia Tech	\$23,000
Public launching of grapeIPM.org with collaboration between VT and VVA	Virginia Tech	\$20,000
Develop methods for early detection and identification of grape pathogens in the environment	Virginia Tech	\$45,000
Application of Rhizobium vitis ARK-1, a biological agent against grapevine crown gall, at the time of grafting	Virginia Tech	\$52,000
Grape Pathology Projects 2021-2023	Virginia Tech	\$20,000
Wine Acidity 201: Basics and Beyond	Virginia Tech	\$14,637

In Pursuit of Dry Petit Manseng: Understanding Petit Manseng acid chemistry	Virginia Tech	\$19,371.94
Support for Virginia Vineyards Association Technical Meetings	Virginia Vineyards Association	\$25,000
Grow Virginia: Increasing Minority and Women Participation in the Virginia Wine and Craft Beer Industry	The Vine Wine Club	\$47,150
Empowering tasting room managers to quickly and efficiently train their staff	Piedmont Epicurean Agricultural Center (PEAC) DBA “The New Ag School”	\$16,000
Governor’s Cup Competition 2022	Virginia Wineries Association	\$120,000
Governor’s Cup Seminar 2022	Virginia Wineries Association	\$15,000
Governor’s Cup Consumer Event 2022	Virginia Wineries Association	\$40,000
Regulation Round Ups and VWA Winery Resource Guide	Virginia Wineries Association	\$64,000
Workforce Development – Ask the Expert Workshops	Virginia Wineries Association	\$8,000
Social Media and Digital Marketing Workshop	Virginia Wineries Association	\$16,000
VWA Annual Meeting & Conference for 2021	Virginia Wineries Association	\$25,000
Marketing Inclusivity Workshop	Virginia Wineries Association	\$17,000
Virginia Cider Educational Meetings FY 2021-2022	Virginia Cider Association	\$7,500
<b>TOTAL REQUESTED</b>		<b>\$1,148,072.74</b>

*A motion was made, seconded, and unanimously approved to request and review full proposals for all submitted projects.*

Roll Call

Batterson	Yes
Dameron	Yes
Fabbioli	Yes
Mailey	Yes
Paschina	Yes
Seibel	Yes
Thompson	Yes
Wiles	Yes

**VII. Public Comment**

None

## **VII. Next Meeting & Adjourn**

2021 Meeting Dates:

- Tuesday, March 2 - Wednesday, March 3, 2021
- Tuesday, May 4, 2021 at Upper Shirley Vineyards
- Tuesday, August 17, 2021
- Tuesday, December 7, 2021

The meeting adjourned at 3:00 PM.