

**Tuesday, March 29, 2022**

**Board Members Present**

Kirk Wiles, Chairperson  
Aubrey Rose, Treasurer  
Nate Walsh  
George Hodson  
Courtney Mailey  
Luca Paschina

**Absent**

Patrick Duffeler, II  
Megan Seibel

**Guests/Staff Present**

Anton Baudoin, Virginia Tech  
Amanda Stewart, Virginia Tech  
Jacob Lahne, Virginia Tech  
Skip Causey, Virginia Vineyards Association  
Doug Pfeiffer, Virginia Tech  
Mizuho Nita, Virginia Tech  
Jaclyn Fiola, Virginia Tech  
Richard Carson, Arrowine  
Sandra Taylor, Sustainable Business International  
Anne Shelton, Virginia Cider Association  
Justin Rose, Virginia Wineries Association  
Dana Acimovic, Virginia Tech  
Jocelyn Kuzelka, Panacea Wine Consulting  
Boris Vinatzer, Virginia Tech  
Brandon Herndon, Center for Geospatial Information Technology  
Cathy Huyghe, Enolytics LLC  
Caitlin Miller, VDACS

**I. Call to Order / Introductions – 10:00 AM**

## II. Financial Report – Aubrey Rose presenting

### A. FY 23 Draft Budget.

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#### Virginia Wine Board Financial Statement 2022-2023 DRAFT BUDGET

Carryover/Beginning Balance		Estimate/Budget	
Unallocated Prior Year Research	\$	44,213.89	
Unallocated Prior Year Marketing	\$	349,213.48	
De-obligated Prior Year Research	\$	84,846.18	Unspent WRE grant funds
De-obligated Prior Year Marketing	\$	-	
<b>Total Carryover/Beginning Balance</b>	<b>\$</b>	<b>478,273.55</b>	
Income			
Base Appropriations as of 7/1/2022	\$	2,514,048.00	Includes \$501,640 from FY 2022
1/3 Research	\$	838,016.00	
2/3 Marketing	\$	1,676,032.00	
<b>Total Income with Carryover Balance</b>	<b>\$</b>	<b>2,992,321.55</b>	
Expenses - Approved			
Research Expense			
FY 22-23 Approved Research Grants			
National Grape Resarch Alliance			
WRE Resarch Contract	\$	298,748.00	
WRE Grape Breeding Initiative	\$	200,000.00	
<b>Total Research</b>	<b>\$</b>	<b>498,748.00</b>	
Marketing Expense			
Board Admin Expenses (includes Board Docs, EVA Fees, Travel)	\$	20,000.00	
Office Rent	\$	27,324.00	
Wireless services	\$	2,000.00	
Contingency	\$	7,500.00	
Wine Marketing Office			
Marketing & Education Grants (non-WBMO)			
<b>Total Marketing</b>	<b>\$</b>	<b>56,824.00</b>	
<b>Total Expenses</b>	<b>\$</b>	<b>555,572.00</b>	
<b>Projected Balance</b>	<b>\$</b>	<b>2,436,749.55</b>	
Estimated Amount Available for Research	\$	468,328.07	
Estimated Amount Available for Marketing	\$	1,968,421.48	

B. FY 22 YTD Draft Budget

Virginia Wine Board Financial Statement	
March FY 22 - DRAFT	
<b>Carryover/Beginning Balance</b>	<b>Estimate/Budget</b>
Unallocated Prior Year Research	\$ 215,608.91
Unallocated Prior Year Marketing	\$ 386,150.88
De-obligated Prior Year Research	\$ 144,918.25
De-obligated Prior Year Marketing	\$ 115,855.27
<b>Total Carryover/Beginning Balance</b>	<b>\$ 862,533.31</b>
<b>Income</b>	
Base Appropriations as of 7/1/2021	\$ 2,012,408.00
1/3 Research	\$ 670,802.67
2/3 Marketing	\$ 1,341,605.33
<b>Total Income with Carryover Balance</b>	<b>\$ 2,874,941.31</b>
<b>Expenses - Approved</b>	
<b>Research Expense</b>	
Research Contingency FY23	\$ 100,000.00
FY 21-22 Approved Research Grants	\$ 786,835.94
National Grape Research Alliance	\$ 15,000.00
WRE Research Contract	\$ 185,280.00
<b>Total Research</b>	<b>\$ 1,087,115.94</b>
<b>Marketing Expense</b>	
Board Admin Expenses (includes Board Docs, EVA Fees, Travel)	\$ 20,000.00
Office Rent	\$ 27,324.00
Wireless services	\$ 2,000.00
Contingency	\$ 7,500.00
Marketing Contingency FY23	\$ 200,000.00
Wine Marketing Office	\$ 1,277,574.00
Marketing Grants (non-WMO)	\$ 160,000.00
<b>Total Marketing</b>	<b>\$ 1,694,398.00</b>
<b>Total Expenses</b>	<b>\$ 2,781,513.94</b>
<b>Projected Balance</b>	<b>\$ 93,427.37</b>
<b>Estimated Amount Available for Research</b>	<b>\$ (55,786.11)</b>
<b>Estimated Amount Available for Marketing</b>	<b>\$ 149,213.48</b>

Approved at the December 2021 meeting

updated as of 3/8/22

1. Approved additional \$27,500 Wine Marketing Office funds including market research (\$14,000), strategic planning (\$7,500), and economic impact survey (\$6,000).
2. Approved VWA social media grant in the amount of \$18,000.
3. Awarded 18 month research contract to Winemakers Research Exchange totaling \$484,028. Jan 22 to June 22 budget is \$185,280.
4. Approved \$3,000 contract for BoardDocs (accounted for in board admin expenses).
5. Earmarked \$200,000 in FY 23 funds for Grape Breeding Initiative (shown on FY 23 Draft Budget).

**III. Technical Review Committee – Jake Busching presenting**

- 19 research grants were reviewed by the Technical Review Committee
- Individual rankings and comments are available on BoardDocs

**IV. 2022-2023 Grant Proposals / Presentations**

The Board made time available for everyone who submitted a full proposal to come before the Board to discuss their ideas and answer Board questions.

Virginia Wine Consumer Personas, Seen through the Lens of Tourism and Ecommerce  
Cathy Huyghe, Enolytics, LLC

Understanding the Benefits and Impacts of Adopting Sustainable Practices in Virginia Wineries and Vineyards  
Sandra Taylor, Sustainable Business International

Improving grape quality in Virginia vineyards using soil stabilizers  
Jaclyn Fiola, Virginia Tech

Maintain fungicide resistance testing capabilities for grape diseases, and follow-up tests on cane-infecting fungi-IV  
Anton Baudoin, Virginia Tech

Evaluation of Novel Grapevine under Local Growing Conditions  
Dana Acimovic, Virginia Tech

Identification of varieties with tolerance to Pierce's Disease (*Xylella fastidiosa*) and improved pathogen detection  
Boris Vinatzer, Virginia Tech

Wine for Winemakers - Benchmarking and Roundtables  
Richard Carson, Arrowine

Official launching of grapeIPM.org with collaboration between VT and VVA  
Mizuho Nita, Virginia Tech

Viticulture Extension and Research Support  
Mizuho Nita, Virginia Tech

Establishment of Virginia sentinel vineyard network for extension and research  
Mizuho Nita, Virginia Tech

Grape Pathology Projects 2021-2023  
Mizuho Nita, Virginia Tech

Application of *Rhizobium vitis* ARK-1, a biological agent against grapevine crown gall, at the time of grafting  
Mizuho Nita, Virginia Tech

Mealybug species composition and management in Virginia vineyards  
Doug Pfeiffer, Virginia Tech

Spotted lanternfly affecting Virginia vineyards: Expansion, and control of egg masses  
Doug Pfeiffer, Virginia Tech

Support for Virginia Vineyards Association Technical Meetings  
Skip Causey, Virginia Vineyards Association

Virginia Commercial Wine Grape Report

Skip Causey, Virginia Vineyards Association

Virginia Cider Association Educational Meetings

Anne Shelton, Virginia Cider Association

Virginia Cider Association Five Year Strategic Plan

Anne Shelton, Virginia Cider Association

Commercial Cider Apple Survey and Report

Jocelyn Kuzelka, Panacea Wine Consulting

Natural Cider Fermentation: Management Strategies for Success

Amanda Stewart, Virginia Tech

Fine Cider by Any Other Name: Using consumer and sensory research to optimize producer descriptions of cider

Jacob Lahne, Virginia Tech

Geovine Vineyard Site Assessment Tool Update for Virginia

Brandon Herndon, Center for Geospatial Information Technology

Governor's Cup Competition 2023

Justin Rose, Virginia Wineries Association

Governor's Cup Case Seminar 2023

Justin Rose, Virginia Wineries Association

Governor's Cup Consumer Event 2023

Justin Rose, Virginia Wineries Association

Regulation & Rules Round Ups and VWA Winery Resource Guide

Justin Rose, Virginia Wineries Association

VWA Annual Meeting & Conference 2022

Justin Rose, Virginia Wineries Association

**V. Adjourn**

Board adjourned for the evening at 4:45 PM

**Wednesday, March 30, 2022**

**Board Members Present**

Kirk Wiles, Chairperson  
Aubrey Rose, Treasurer  
Courtney Mailey  
Luca Paschina

Megan Seibel  
Nate Walsh  
George Hodson

**Absent**

Patrick Duffeler, II

**Guests / Staff Present**

Joy Ting, Winemakers Research Exchange  
Emily Hodson, Winemakers Research Exchange  
Jenna Barazi, Winemakers Research Exchange  
Ben Jordan, WRE/Early Mountain Vineyards  
Annette Boyd, Wine Board Marketing Office  
Anna Pendleton, Wine Board Marketing Office  
Susan Kramer, Wine Board Marketing Office  
Amanda Christian, Wine Board Marketing Office  
Anne Shelton, Virginia Cider Association  
Jocelyn Kuzelka, Panacea Wine Consulting  
Jennifer Reichart, StonyWater LLC  
Dave Kostelnik, Early Mountain Vineyards  
Doug Fabboli, The New Ag School  
Caitlin Miller, VDACS

**I. Call to Order - 9:00 AM**

Kirk Wiles announced that Tayloe Dameron resigned from the Board on March 23, 2022. Tayloe Dameron was serving as Vice-Chair.

**II. Approval of Draft Minutes**

*The minutes of the December 6, 2021 meeting were reviewed and unanimously approved as presented.*

**III. Industry Reports – Full reports available on BoardDocs**

- A. Winemakers Research Exchange – Joy Ting, Jenna Barazi, Jocelyn Kuzelka, Ben Jordan and Emily Hodson presenting
  - a. During the December 6, 2021 meeting, the VWB voted to award an 18 month enology services contract to Winemakers Research Exchange (WRE). WRE provided updates on activities since the December 6 meeting, which include

hiring a Research Coordinator (Jenna) and Cider Specialist (Jocelyn), leasing and setting up office space, research experiments and events.

- b. Ben Jordan and Emily Hodson provided a progress update on the Grape Breeding Initiative including the results of a focus group and an industry poll, introducing the breeding team and sharing additional funding opportunities being pursued.
- B. National Grape Research Alliance – Emily Hodson presenting
- a. Provided an update on current research and upcoming meetings. Emily Hodson was reelected as the Southeast Region representative by NGRA. *A motion was made and unanimously approved to allocate a total of \$15,000 in FY 23 towards NGRA, which includes \$10,000 for dues and \$5,000 for travel.*
- C. Virginia Cider Association
- a. Provided updates on the semiannual meeting held on March 1 at Old Hill Cider and the Virginia Cider Map. Currently, VCA has 22 members.
  - b. Provided an update on CiderCon, which was held in Richmond on February 2-4, 2022. Over 800 attendees from 36 different states participated in 37 workshops on production, marketing, orcharding and business. During the conference, David Glaize of Old Town Cider was elected as the Southern representative to the American Cider Association Board.
- D. Virginia Wineries Association – George Hodson presenting
- a. Provided updates on VWA events and status of grants including: Annual Meeting, Regulation Round Ups, Governor’s Cup Seminar, and Governor’s Cup Tasting and Digital Marketing Workshops.
  - b. Provided an update on the 2022 Governor’s Cup Competition. There were 615 entries from over wineries, cideries and meaderies. This is up from the 544 entries from 107 wineries, cideries and meaderies in 2021. There were 127 Golds, 479 Silver and 9 Bronze with all wines receiving a medal. Cider made up 32 of the entries and received 11 Gold, 20 Silver, and 1 Bronze.
- E. Virginia Wine Distribution Company – Courtney Mailey presenting
- a. Updated the Board on a study (HB 1336) to determine the appropriate fee structure and general fund appropriation necessary to adequately address staffing needs and perform information technology system upgrades for the purpose of accommodating winery, farm winery, and limited brewery licensees that wish to utilize the services of the Virginia Winery Distribution Company. Findings and recommendations approved by the Board of Directors of the Virginia Winery Distribution Company are due to the Senate and House no later than October 1, 2022.
- F. Virginia Wine Board Marketing Office – Annette Boyd presenting
- a. Provided updates on Virginia wine and cider sales in addition to marketing initiatives such as Virginia Governor’s Cup, Gold Medal Trail and Virginia Wine Blog.

- b. Provided an update on the Virginia Commercial Grape Report, which will be posted publicly July 1.
- c. Submitted the final version of the Virginia Wine Vision, which includes key strategies for viticulture and enology, marketing and trade, financial sustainability and legislative efforts. *A motion was made, seconded and unanimously passed to approve the Virginia Wine Vision as submitted by the Wine Board Marketing Office.*

#### IV. Old Business

- A. Virginia Winery Tasting Room Education & Training Program
  - a. Doug Fabboli provided an update on the tasting room program and requested \$16,575 to launch the program. The Board provided feedback on how to move the project forward without additional grant funds.
- B. FY 22 Grants
  - a. Dr. Mizuho Nita submitted a budget change request for an FY 22 grant, “Application of a biocontrol agent *Rhizobium vitis* ARK-1 at the time of grafting.” *A motion was made, seconded and unanimously passed to approve the budget change request.*

Item	Granted	Request	Reason for the change request
Fringe	2,524	2,524	
Materials	1,600	20,542	To purchase field and lab supplies which will aid our proposed objectives.
Stipends	15,065	7,636	Mr. Mahadi Redoy joined us from Spring 2022 semester.
Wage	26,327	14,814	To support Mr. Mahadi Redoy.
Total	45,516	45,516	

#### V. New Business

No New Business

#### VI. Housekeeping

- A. Wine Board Marketing Office Contract
  - a. An RFP was issued on February 16, 2022 for marketing services for the Virginia Wine Board. A committee of five is responsible for reviewing proposals and awarding the contract. Kirk Wiles will serve as Committee Chair and Caitlin Miller will serve as the VDACS representative. Aubrey Rose, Nate Walsh and George Hodson will also serve on the committee.



**B. Election of Vice-Chair**

- a. Tayloe Dameron, former Vice-Chair, resigned from the Board on March 23. Courtney Mailey nominated Megan Seibel for the Vice-Chair position. *A motion was made, seconded and unanimously passed to elect Megan Seibel as Vice-Chair.*

**VII. Discussion and Selection of FY 2023 Grants**

*The Board voted unanimously to fund the following:*

Title	Organization	Lead	Amount
VCA Five Year Strategic Planning	Virginia Cider Association	Diane Kearns	\$3,500
Regulation Round Ups and VWA Winery Resource Guide	Virginia Wineries Association	Laurie Aldrich	\$64,000
VWA Annual Meeting & Conference for 2022	Virginia Wineries Association	Laurie Aldrich	\$25,000
Virginia Cider Educational Meetings	Virginia Cideries Association	Anne Shelton	\$7,500
Commercial Cider Apple Survey and Report	Panacea Wine Consulting	Jocelyn Kuzelka	\$24,500
Support for Virginia Vineyards Association Technical Meetings	Virginia Vineyards Association	Skip Causey	\$25,000
Virginia Commercial Wine Grape Report	Virginia Vineyards Association	Skip Causey	\$35,800
Evaluation of Novel Grapevine under Local Growing Conditions	Virginia Tech	Dana Acimovic	\$11,296
Mealybug species composition and management in Virginia vineyards	Virginia Tech	Doug Pfeiffer	\$58,992
Spotted lanternfly affecting Virginia vineyards: Expansion, and control of egg masses	Virginia Tech	Doug Pfeiffer	\$55,675
Official launching of grapeIPM.org with collaboration between VT and VVA	Virginia Tech	Mizuho Nita	\$20,000
Viticulture Extension and Research Support	Virginia Tech	Mizuho Nita	\$33,000
Establishment of Virginia sentinel vineyard network for extension and research	Virginia Tech	Mizuho Nita	\$22,000
Grape Pathology Projects 2021-2023	Virginia Tech	Mizuho Nita	\$44,514
Application of <i>Rhizobium vitis</i> ARK-1, a biological agent against grapevine crown gall, at the time of grafting	Virginia Tech	Mizuho Nita	\$48,000
Maintain fungicide resistance testing capabilities for grape diseases, and follow-up tests on cane-infecting fungi-IV	Virginia Tech	Anton Baudoin	\$11,771

Improving grape quality in Virginia vineyards using soil stabilizers	Virginia Tech	Ryan Stewart	\$25,583
Natural Cider Fermentation: Management Strategies for Success	Virginia Tech	Amanda Stewart	\$54,900
ARS/USDA - WRE Collaborative Wine Grapevine Breeding Initiative	Winemakers Research Exchange	Ben Jordan	\$209,407.46
<b>Total Grants Approved</b>			<b>\$780,438.46</b>

***The Board voted unanimously to table the following until the August meeting:***

Governor's Cup Competition 2022	Virginia Wineries Association	Laurie Aldrich	\$120,000
Governor's Cup Consumer Event 2023	Virginia Wineries Association	Laurie Aldrich	\$30,000
Virginia Wine Consumer Personas, Seen through the Lens of Tourism and Ecommerce	Enolytics LLC	Cathy Huyghe	\$80,000
Wine for Winemakers - Benchmarking and Roundtables	Arrowine	Richard Carson	\$7,500
Geovine Vineyard Site Assessment Tool Update for Virginia	Virginia Tech/CGIT	Brandon Herndon	\$43,514

***The Board voted unanimously not to fund the following proposals:***

Understanding the Benefits and Impacts of Adopting Sustainable Practices in Virginia Wineries and Vineyards	Sustainable Business International	Sandra Taylor	\$40,000
Identification of varieties with tolerance to Pierce's Disease ( <i>Xylella fastidiosa</i> ) and improved pathogen detection	Virginia Tech	Boris Vinatzer	\$44,600
Fine Cider by Any Other Name: Using consumer and sensory research to optimize producer descriptions of cider	Virginia Tech	Jacob Lahne	\$55,616
Governor's Cup Seminar 2023	Virginia Wineries Association	Laurie Aldrich	\$25,000

**VI. Public Comment**

None

**VII. Next Meeting & Adjourn**

The next meeting will be held Thursday, May 19, 2022 at Veritas Vineyard and Winery.

The meeting adjourned at 5:00 PM.