

**Board Members Present**

Kirk Wiles, Chairman  
Doug Fabboli  
Len Thompson  
Tayloe Dameron  
Mitzi Batterson  
Luca Paschina  
Megan Seibel  
Courtney Mailey

**Absent**

Patrick Duffeler, II

**Guests / Staff**

Annette Boyd, Wine Marketing Office  
Susan Kramer, Wine Marketing Office  
Anna Pendleton, Wine Marketing Office  
Laurie Aldrich, Virginia Wineries Association & Virginia Association of Cider Makers  
George Hodson, Virginia Wineries Association  
Joy Ting, Winemakers Research Exchange  
Emily Pelton, Winemakers Research Exchange  
Matthieu Finot, Winemakers Research Exchange  
Ben Jordan, Early Mountain Vineyards  
Dr. J Jackson-Beckham, Crafted For All  
Caitlin Miller, Virginia Dept. of Agriculture and Consumer Services  
Melissa Ball, Virginia Dept. of Agriculture and Consumer Services

**I. Call to Order & Welcome – 10:10 AM**

**II. Approval of Draft Minutes**

*The minutes of the May 5, 2020 meeting were reviewed and unanimously approved as corrected.*

**III. Officers**

The Board addressed two officer positions including Vice-Chair and Treasurer. The Vice-Chair role was previously discussed in December 2018 when the Board decided to delay filling the position until new Board members were appointed. The Board discussed the Vice-Chair role and a nomination was made for Tayloe Dameron to serve in this position. *The Board voted unanimously to elect Tayloe Dameron as Vice-Chair.* Tayloe Dameron was present and accepted his responsibilities to serve as Vice-Chair.

The Board also discussed the role of Treasurer, which is currently served by Mitzi Batterson. As Mitzi's term expires in June 2021, it will be necessary for the Board to elect a new Treasurer to

fulfill this role. The Program Manager will follow-up with interested parties to discuss the responsibilities of the Treasurer before the next meeting.

#### IV. Reports

A. Financial – Mitzi Batterson presenting

- a. Base appropriations as of 7/1/2020 is 2,273,692.00. There is approximately \$102,545.02 unallocated for the remainder of the 2020-2021 Fiscal Year.

Virginia Wine Board Financial Statement August FY 21 - <b>DRAFT</b>	
<b>Carryover/Beginning Balance</b>	<b>Estimate/Budget</b>
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	\$ 740,386.00
<b>Total Research</b>	<b>\$ 740,386.00</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	1,400,000.00
Marketing Grants (non-WBMO)	150,000.00
<b>Total Marketing</b>	<b>\$ 1,607,081.00</b>
<b>Total Expenses</b>	<b>\$ 2,347,467.00</b>
<b>Projected Balance</b>	<b>\$ 102,545.02</b>
<b>Estimated Amount Available for Research</b>	<b>\$ 53,079.48</b>
<b>Estimated Amount Available for Marketing</b>	<b>\$ 49,465.54</b>

Approved at the May 2020 meeting

updated as of 8.12.20

1. Approved WMO budget - \$1,400,000
2. Approved Admin, office rent, wireless, contingency - \$20,000
3. Approved Education & Research grants- \$740,386
4. Approved Marketing grants - \$150,000

- B. Winemakers Research Exchange (Joy Ting, Emily Pelton and Matthieu Finot presenting)
  - a. Requested that the Board consider developing a RFP for the work currently being done by Winemakers Research Exchange. *The Board made a motion to develop a RFP for the research efforts currently conducted by Winemakers Research Committee led by a committee of three including Luca Paschina, Doug Fabboli and Courtney Mailey. This motion was seconded and unanimously approved.*
  - b. WRE requested a change in scope for their 19-20 grant funding due to unanticipated technological needs related to COVID-19. *The Board voted unanimously to approve the utilization of \$30,000 in unspent 19-20 funds for updates to WRE's existing website.*
- C. Virginia Wineries Association (Laurie Aldrich presenting)
  - a. Updated the Board on VWA programming including the Annual Meeting, Regulation Round Ups, and Governor's Cup Seminars.
  - b. Updated the Board on VWA's COVID-19 response including staff engagement at the local, state and national level, industry calls, and email alerts.
  - c. Full report available on BoardDocs.
- D. Virginia Wine Marketing Office (Annette Boyd presenting)
  - a. Updated the Board on activities and programming since the previous meeting including WMO's COVID-19 response, rosé campaign, spring digital content, media coverage highlights, harvest photography, SommCon virtual sessions and Virginia Wine Month.
  - b. Presented updates to "Virginia Wine History" with a focus on historic moments in Virginia wine from the 1970s, 1990s and beyond.
  - c. Discussed out-of-state demand for Virginia Winery Guides.
  - d. Full report available on BoardDocs.
- E. Virginia Association of Cider Makers (not present, full report available on BoardDocs)
- F. Virginia Wine Distribution Company (not present, full report available on BoardDocs)

## V. Old Business

- A. VWA Workforce Development – Bilingual Vineyard Workshops
  - a. The decision to fund this grant proposal was tabled during the May 4, 2020 meeting. The Board will revisit the proposal during the December meeting.

## VI. New Business

- A. Diversity & Inclusion Proposal (Dr. J Jackson-Beckham presenting)
  - a. Discussed services provided by Dr. J Jackson-Beckham via Crafted for All to bring clear vision, intentional and effective practices, and transparent internal and external communication to the ongoing project of ensuring that the Virginia Wine Board reflects, and acts as a worthy advocate of, the vibrant diversity of the Commonwealth of Virginia. The proposal submitted is for Visioning & Strategy and Systems Development services. *The Board made a*

*motion and unanimously approved funding in the amount of \$2350 for consulting support provided by Dr. J Jackson-Beckham. This initiative involves communications and will be funded through the Virginia Wine Marketing Office.*

- A. National Grape Research Alliance (Emily Pelton presenting)
  - a. Provided updates on recent NGRA Board efforts in addition to information on the value of Virginia's continued participation in the NGRA. *A motion was made and unanimously approved to allocate a total of \$15,000 in FY 20-21 towards NGRA, which includes \$10,000 for dues and \$5000 for travel.*

## **VII. Grants**

- A. 21-22 Pre-proposal notice
  - a. The FY 21-22 grant pre-proposal notice was discussed. The Wine Marketing Office agreed to provide language about current and recent marketing efforts to include in the pre-proposal notice. This notice will be sent to Virginia wine industry contacts in October.
- B. 19-20 Final Reports
  - a. Final reports for the FY 19-20 Grant Program are available on BoardDocs. The Program Manager will make these reports available to the Virginia Wine Marketing Office and Virginia Wineries Association.

## **VIII. Housekeeping**

- A. Membership roster
  - a. The Board reviewed updates to the 20-21 Membership Roster.

## **IX. Public Comment**

None

## **X. Next Meeting and Adjourn**

The next meeting will be held on Tuesday, December 15, 2020 at Upper Shirley Vineyards in Charles City.

The meeting adjourned at 2:27 PM.