

FINAL Minutes
Virginia Wine Board
Virginia Wine Marketing Office
June 11, 2009

Present

David King	Luca Paschina	Ruth Saunders
Patrick Duffeler	Dean Triplett	Rock Stephens
Mills Wehner	Todd Haymore, Commissioner	

Absent

Jennifer McCloud	William Moses
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Guests

Annette Boyd	Amy Ciarametaro	Frank Britt	Mary Triplett
Carrington King	Charles Green	Matt Conrad	
Ann Heidig	Christopher Blosser	Chad Zakaib	
Steven Mackey	John Delmare	Jim Corcoran	

Call to Order

At 1:00 PM, Chairman King called the meeting to order and welcomed all guests and members.

Approval of the Minutes from April 07, 2009

Prior to the meeting, David Robishaw sent the Board copies of the draft minutes from the April 07, 2009 meeting. Patrick Duffeler moved to accept the minutes as presented, John (Rock) Stephens seconded the motion, and with no further discussion, the motion passed.

Review of Finances

David Robishaw gave the members a copy of the finances through May 2009. The Board has research and marketing projects either approved or billed that would leave a potential balance of approximately \$6,000. The Wine Marketing Office has some additional bills that would take the balance to near zero. One potential issue for the finances would be if Virginia Tech failed to utilize all of the money set aside for research. Dean Triplett and Rock Stephens will look to Piedmont Virginia Community College's wine research program to see if they would have a potential project to utilize the remaining research funds. After further discussion, David King moved to have Dean Triplett and Rock Stephens evaluate research projects if there is any money left over. Rock Stephens seconded the motion, and with no further discussion, the motion passed.

Virginia Vineyards Association

During the April 07, 2009 meeting, the Virginia Vineyards Association (VVA) presented to the Board a list of research projects with recommendations. The Board voted to fund 7 projects for a total of \$180,335. If the Board receives the same allocation for 2010 as 2009, another \$13,000 needs to be spent on research. Dean Triplett will work the Commissioner of Agriculture, Jim Corcoran and others in the industry to find suitable projects. David Robishaw has mailed out award letters to those researchers receiving funding.

Virginia Wineries Association

Ann Heidig reported to the Board that the Virginia Wineries Association (VWA) offices have moved to Richmond. The VWA has been working on rules for the Governor's Cup that will include having the wine be made with 95% Virginia grapes and their must be at least 100 cases of the wine produced. The VWA Technical Committee is working of quality standards and issues, trying to tie it to an appellation system. The VWA is also working on a "Specialty Crop Block Grant" to help fund these efforts.

Virginia Wine Council

Matt Conrad from the Virginia Wine Council (VWC) gave the Board an update. The VWC has adopted a Constitution, By Laws, and elected a Board. The VWC will be tracking legislative issues that affect the industry. The new Board includes two members of the Wine Board, Dean Triplett and Patrick Duffeler.

Virginia Wine Marketing Office

Annette Boyd from the Wine Marketing Office presented the marketing report. ******All materials presented, including an overall marketing report, the May marketing report, the 2010 marketing plan with budget, the Wine Masters Program, the Virginia Wine Expo, and the Virginia Wine Lover.***

The Wine Marketing Office (WMO) will have a summer intern, Mary Triplett. Mary will answer the phone and assist Annette and Amy. After introducing Mary, Annette played the new wine video from Silverthorn Productions. The video lasted approximately 6 minutes and was very well received by the Board. The WMO is also developing a Facebook page, using Twitter, and working on Flickr. These are social networking sites that can aid facilitate getting messages to the industry and the consumer. Annette updated the Board on the progress of the website. Phase II is almost complete and Phase III work will begin soon. Annette is also ready to begin selling advertising on the site. Annette presented the Board with an advertising rate plan with an incentive for Ringwood Boyd to sell more advertising. In Phase II, the web site has the potential to generate over \$50,000 per year if all advertising is sold. The Board did have some concern over the rules governing who can advertise and what types of advertising is appropriate. After further discussion, Dean Triplett moved to accept the advertising rate plan with incentives to Ringwood Boyd and have a committee of 2 to develop advertising rules. Patrick Duffeler seconded the motion, and with no further discussion, the motion passed.

The next part of the meeting was devoted to the proposed 2010 marketing budget. Annette's proposal included the objectives for 2009-2010. These include getting more people to visit our wineries, generate more media coverage, and get more Virginia restaurants and retailers carrying and featuring Virginia wines. The strategies to reach these objectives include printing and distributing the Winery guide, continued development of the web site, public relations including the Governor's Cup, trade programs, including the VA Wine Expo and Wine Masters, and other marketing initiatives developed by the WMO. The budget presented by the WMO was based on receiving the same appropriation from the General Assembly as received in 2009. Commissioner Haymore indicated the final appropriation amount is unknown and a budget reduction up to 7% is a possibility. Commissioner Haymore felt the Agency would have a firm appropriation amount no later than mid August. After further discussion, Patrick Duffeler moved to approve this budget as presented with the caveat that the WMO would prepare another budget with a 5% reduction. Luca Paschina seconded the motion, and with no further discussion, the motion passed.

At this time, Patrick Duffeler reviewed a letter he wrote and sent to the Commissioner. The letter was a critique of the state of viticulture in Virginia. Mr. Duffeler would like the Board and the Virginia Department of Agriculture to discuss ideas to improve viticulture, including better rootstocks, higher per ton prices for grapes, and improved data on clones as varietals. Commissioner Haymore will review the letter.

Chairman's Corner

David King updated the Board on the Virginia Wine Distribution Company (VWDC). The VWDC has been funded for another year and will be operational. David King is stepping down as Chairman of the VWDC and will be replaced by Jim Corcoran.

David also announced to the Board that he was resigning from the Board effective June 30, 2009. David will be spending more time in Texas on business and his son will be running the winery.

Public Comment

Commissioner Haymore thanked David King for his leadership, guidance, and service to the industry.

Moving forward, there are several openings on the Board and Commissioner Haymore encouraged industry groups to submit nominations to the Secretary of the Commonwealth.

The Wine Marketing Office worked with the Commissioner's Office to provide the Governor and his Cabinet with a stop at a winery in Southwest Virginia. The visit was well received and a plus for the winery.

Next Meeting and Adjourn

The next meeting of the Wine Board is tentatively scheduled for mid to late August with the exact date to be determined later.

With no further business, the meeting was adjourned at 4:20 PM.

Respectfully submitted:

David King, Chairman

David Robishaw, Secretary