

Draft Minutes  
Virginia Wine Board  
June 3, 2008  
Virginia Wine Marketing Office  
Richmond, Virginia

**Present**

J Rock Stephens  
Ruth Saunders  
Dean Triplett  
David King  
Jennifer McCloud  
Luca Paschina  
Patrick Duffeler  
Todd Haymore, VDACS Commissioner

**Absent**

William Moses  
Mills Wehner

**Guests**

David Robishaw  
Annette Boyd  
Ann Heidig  
Steven Jack (AG's office attorney)  
Terri Cofer Beirne  
Charlie Knight  
Herman Ellison

**Call to order**

At 1:00 PM, Chairman King called the meeting to order. There was no new discussion regarding the April 15, 2008 meeting minutes. Patrick Duffeler moved to accept the minutes, Jennifer McCloud seconded the motion; the minutes were approved as presented.

Guest Herman Ellison distributed to the Board the recently released 2007 Virginia Commercial Grape Report. Chairman King was interested in costs associated with completing the report, printing costs, and numbered printed. Commissioner Haymore informed the Board that VDACS had a working agreement with USDA therefore there were no costs to the wine industry. Mr. Ellison indicated the total number of reports printed were less this year due to

excess inventory from the previous year. Annette Boyd distributes the report through media request as well as referencing the report during e-mails. She will post it on the website.

### **Virginia Vineyards Association Report**

Rock Stephens had no report to give. Mr. Stephens did inform the Board of the Summer technical meeting scheduled for August 14, 2008. Dean Triplett mentioned, due to one less student, A Baudin's research project for approximately \$32,000 will now only be using \$27, 532. Mr. Triplett recommended keeping the balance.

### **Virginia Wineries Association Report**

Ann Heidig had no report to give. She did mention they decided to disband the political action committee because of no money or membership. A Board meeting will be held on June 17, 2008.

Terri Cofer Beirne had no report to give pertaining to General Assembly activities.

### **Wine Marketing Office Report**

Annette Boyd from the Wine Marketing Office reported to the Board on the activities of her office. She distributed a written report which is included in the permanent minutes. Her report included an update regarding fielded requests for VA wine coordination and sponsorship, status of the promotional wine library, a winery guide update, a sample of the front page of the industry web site, and an update of the Wine Industry Marketing Plan.

Fielded Requests – received a request from VDACS's International Marketing Office for a VA wine representative to speak in Greece at a Greek Wineries Association. Chairman David King agreed to attend. Discussion took place pertaining to other Board members getting involved in future requests of this magnitude. Annette Boyd mentioned to the Board that a slide show is available for anyone to use. For next years budget, discussion took place regarding developing a packet for anyone to use for presentations. All Board members agreed that this information was needed. Annette Boyd will develop the packet.

Promotional Wine Library – sent 40 bottles to VTC to be added to the National Governor's Association gift bags. Commissioner Haymore distributed seven bottles of wine for the Cuban Consulate and U.S. Health Services Department officials. Annette Boyd is working to renew the Governor Mansion contacts based on wine supplies and available short term needs. Discussion took place on developing a process for individual wines, within the promotional library, to be

distributed. Want wines to represent the industry, perhaps a quality assurance type of program was needed.

Winery Guide Update – Reprinted 75,000 of the guides with 66,687 remaining. Distributed 308,313 guides to date. Discussion took place regarding placement as well as costs associated with distributing the guides to VA welcome centers, rest stops, regional travel centers, retail chain stores, and ABC stores throughout VA. The wine guide would and can be interactive with the web site for tracking purposes.

Industry Website – Front page design was complete and distributed to Board members. Discussion centered on the wording and pictures of the front page. The front page photo will change at least four times per year. It is a known fact that 65% of web site traffic want to locate a winery and a winery event. Much discussion on reworking the front page with Patrick Duffeler and Luca Paschina, members of the website committee. Jennifer McCloud mentioned that feedback is needed from public; Rock Stephens and Luca Paschina indicated the simpler the better. Patrick Duffeler mentioned that the web site needs to position the VA wine industry against its competition as well as indicate what the VA wine industry stands for. Discussion continued, led by Mr. Duffeler, on proper wording used on the front page design, the need for better graphics, and usage of the word “wine country.” Annette Boyd reported that the web site was scheduled to go live on July 31, 2008. Board members agreed a delay the date if necessary to get the front page right. Annette Boyd reported that since April 15, 2008, twenty four wineries have been added to the current website resulting in more than twelve new pages. Discussion regarding the passport program, gifts and prizes associated with the program as well as appropriate level of funding for the program.

Wine Industry Marketing Plan – Annette Boyd reported to the Board that she met with Bill Moses regarding Vision 2015, had a meeting scheduled for June 16<sup>th</sup>, with the Virginia Wineries Association to obtain a list of committees, and that she will be establishing committees for winery input in July.

Annette Boyd reported that consumer feedback regarding the consumer survey was not available yet for next years planning needs. She would like to poll the wineries again because the survey has only been out for approximately one month. Jennifer McCloud initiated a discussion pertaining to the metrics of the survey including the increase or decrease in wine tastings. Board members indicated it was too early in the season to survey the wineries.

Annette Boyd distributed a budget proposal (\$294,671) and led a discussion on basic office needs as well as marketing programs of the Virginia Wine Marketing Office that needed to be worked on between now and September. The four items in her proposal included a proposed budget for the Virginia Wine Marketing Office, the Winery Guide, October Virginia Wine Month, and the Wine Library.

She mentioned that the budget for the Wine Marketing Office was identical to last year's budget except for the four percent increase for the office secretary. Discussions regarding costs associated with the Winery Guide included the fact that the proposed \$93,500 does include additional panels that will be added to the guide as a result of an increase in the number of wineries. Discussions took place regarding October Virginia Wine Month; it will be the 20<sup>th</sup> anniversary. Chairman King suggested a possible corporate sponsorship package. The package may include a group of assets such as the 20<sup>th</sup> anniversary, new website, the recent Virginia Wine Expo, and the new winery guides. The Board indicated there is a need to establish a value, from perhaps an ad agency, of the assets in order to get an official corporate sponsor for one or more of the assets. Discussion also centered on the proposed \$7,500 for the Wine Library as part of the total package of \$294,671. The Board agreed to further evaluate the exact amount allocated for the Wine Library based on the number of wines that will eventually be in the library. A motion was made by Patrick Duffeler and seconded to allocate the proposed \$20,000 for October Virginia Wine Month and approve the proposed budget as presented for \$294,671.

### **Chairman's Corner**

Patrick Duffeler had several items to bring before the Board and Chairman King. Mr. Duffeler would like for dates to be placed at the bottom of all documents presented. He would also like for activities/accomplishments of the Wine Board as well as the Virginia Wine Marketing Office be distributed to the wine industry on a regular basis, perhaps on a quarterly basis. Annette Boyd could complete a monthly summary, going back to the establishment of the Virginia Wine Marketing Office, and then continue on a quarterly basis.

Mr. Duffeler would like for the Board to have sales reports presented to them by personnel associated with the Alcoholic Beverage Control (ABC) department. He also mentioned that he will be meeting with VDOT representatives regarding signage issues.

Discussion, led by Mr. Duffeler, regarding the position the Association of Counties is taking involving imposed regulations on new construction and wineries not being considered as an agricultural operation. Perhaps an official certification of a winery, as an agricultural operation, would be necessary by the Virginia Wine Board or the Virginia Wine Marketing Office.

Mr. Duffeler also led a discussion on the availability of economic impact information pertaining to the wine industry. Commissioner Todd Haymore mentioned that the wine industry will be part of the study that VDACS has initiated with personnel associated with the University of Virginia.

Mr. Duffeler reported on SUSTA (Southern U. S. Trade Association) activities, having visited the London Wine Fair. Virginia importers were definitely interested

in wines from outside the United States. The event is open to any winery that would like to participate. Excellent media visibility.

Jennifer McCloud suggested developing a statewide wine competition judging event involving industry leaders on a national scale. Media PR on the awards could be distributed across the United States and internationally versus the Governors Cup Award which has lost its significance. Ann Heidig wants the Governors Cup to continue and welcomed Board members to participate on a new committee that is being established to “put life” back into the Governors Cup. Chairman King suggested working together with the Virginia Wineries Association to increase the magnitude of judging as well as media visibility. Rock Stephens mentioned that 80% of the wineries in the Virginia Vineyards Association think the Governors Cup should be only for those wineries using 100% Virginia grapes.

Steven Jack from the Attorney General’s Office distributed a list of trademarks that included the words “Virginia” and “wine.” Discussion centered on protection of the words and logo in the trademark as well as the trademark being service or product oriented in nature. Motion was made by Jennifer McCloud and seconded by Rock Stephens to pursue, at the federal level, trademark certification with assistance from Steven Jack.

Chairman King reported that seventy one wineries have signed up to participate in the Virginia Wine Distribution Company. First fifty are operational and using the software. Chairman King also mentioned that the winery owned by Felicia Rogan was being sold and the Board should recognize her for the work she has done involving the wine industry.

### **Next meeting and adjourn**

No date was set for the next meeting.

With no further business, Jennifer McCloud moved to adjourn, seconded, and the meeting concluded at 4:50 PM.

