

FINAL MINUTES / June 10, 2025

Valley Road Vineyards
9264 Critzers Shop Road
Afton, VA 22920



Call to Order

Board Chair, Stan Joynes, called the meeting to order at 1:10 p.m., with a quorum present.

Members Present (In-Person)

Stan Joynes, Valley Road Vineyards
Kenneth Tambaschi, Republic National Distributing Company
Dave Drillock, Fifty-Third Vineyard and Winery
Jay Colston III, Virginia Imports

Members Present (Virtually)

Joseph Guthrie, VDACS Commissioner

Others Present (In-Person)

Staci Saunders, VWDC and VDACS
Dakota Rust, VBDC & VDACS
Bradley Copenhaver, Lindl Corporation

Others Present (Virtually)

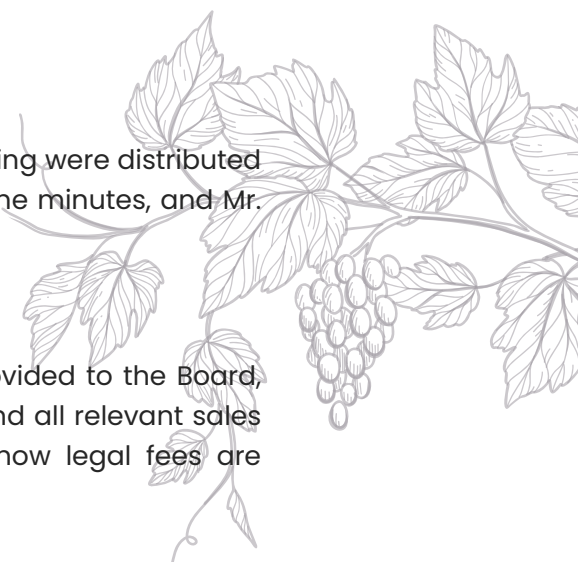
Justin Bell, OAG

Approval of Draft Minutes

Copies of the agenda and draft minutes from the March 11, 2025, meeting were distributed in advance to all Board members. Mr. Colston, III moved to approve the minutes, and Mr. Tambaschi seconded; all were in favor. The minutes were approved.

Operations Report

Ms. Saunders presented the Operations Budget Report previously provided to the Board, including updates for budget versus actual expenditures, licensing, and all relevant sales data through May 20, 2025. The Board requested clarification on how legal fees are assessed.



Licensing Update

Three licenses have been approved since the March 2025 Board meeting. The new VWDC members are River Dog Winery, Woodlawn Press Winery, and Toll Gate Farm. We have renewed 191 licenses so far.

One application has been submitted for ABC approval, two applications are awaiting documents to be submitted by wineries for application completion, and eight wineries have yet to submit information to begin the application process.

Financial Highlights

Ms. Saunders reviewed the financial highlights for fiscal year 2025 as of May 22, 2025. Sales total is \$4,776,798, cases sold totals is 37,092, and transaction count totals is 7,635. Financials and Sales are still tracking ahead for this year. Cross Keys Vineyards is the Top Seller, and Wegmans-Charlottesville is the Top Buyer so far this year. It was noted that mead sales are consistently growing.

Old Business/Updates

VWDC Logo / Trademark

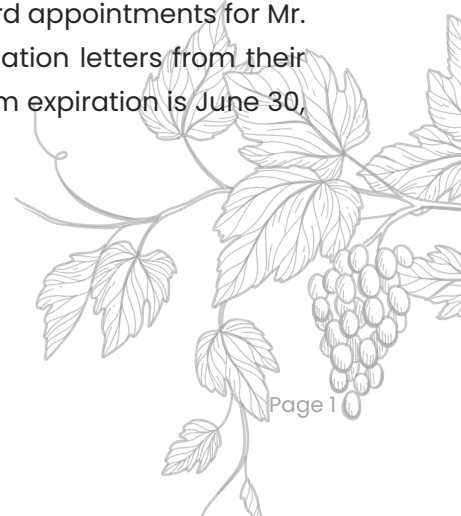
Mr. Bell, Assistant Attorney General, attended the meeting to inform the Board that the Office of the Attorney General (OAG) is unable to assist with the trademark application process for VWDC due to staffing issues and the complexity of the process. He will provide a vetted list of private firms to contact for estimates and will collaborate with Mr. Joynes to create a statement of work that specifies their tasks to help minimize costs. Mr. Bell estimates that the Board should not spend more than \$2,000 for this work. The Board also discussed the advantages and disadvantages of not securing a trademark for the logo and the potential implications of that decision. Additionally, the fee to renew the trademark is \$500 every five years.

Software Upgrades

Ms. Saunders provided the Board with an update on the system upgrade. The new VBDC system will mirror the upgrades being made to VWDC. A key challenge has been finding effective ways to integrate retailers into the new system and to communicate with wineries that place orders on behalf of retailers who have not accessed their accounts in several years. This communication is crucial for gathering current contact information.

Board Term Renewals

The Board of Agriculture and Consumer Services voted to renew the VWDC Board appointments for Mr. Colston, III and Mr. Drillock. Mr. Guthrie was excited to receive the recommendation letters from their associations to continue on the Boards and then be reappointed. Their new term expiration is June 30, 2029.



Retailer Engagement – Buc-ee's

Mr. Joynes reported to the other Board members as to why VWDC cannot sign a vendor agreement with Buc-ee's.

New Business

Marketing

Ms. Saunders updated the Board on a Trade Tasting event she attended and the potential for hosting a similar event. The Board then discussed ideas for the Virginia 250 promotions planned for next year, which included collaborating with other associations and boards, as well as distributing flyers to retailers.

VWDC Proposed Operating FY25-26 Budget

Ms. Saunders reviewed the proposed operating budget for FY25-26 with the Board. Mr. Tambaschi moved to approve the minutes, and Mr. Drillock seconded; all were in favor. The minutes were approved.

Upcoming Meeting Dates

September 9, 2025, @ 1:00 p.m.

Location: Fifty-Third Winery & Vineyard, 13372 Shannon Hill Road, Louisa, VA 23093

December 16, 2025, @ 1:00 p.m.

Location: Republic National Distributing Company, 14038 Washington Highway, Ashland, VA 23005

Adjourn

Mr. Joynes adjourned the meeting at 2:06 PM.

