

FINAL MINUTES / September 9, 2025

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



Call to Order

Board Chair, Stan Joynes, called the meeting to order at 1:14 p.m., with a quorum present.

Members Present (In-Person)

Stan Joynes, Valley Road Vineyards
Dave Drillock, Fifty-Third Vineyard and Winery
Joseph Guthrie, VDACS Commissioner

Others Present (In-Person)

Staci Saunders, VWDC and VDACS
Dakota Rust, VBDC & VDACS
Missy Johnson, VBDC & VDACS
Rachael Zilic, Tyler Technologies
Bradley Copenhaver, Lindl Corporation

Approval of Draft Minutes

Copies of the agenda and draft minutes from the June 10, 2025, meeting were distributed in advance to all Board members. Commissioner Guthrie moved to approve the minutes, and Mr. Drillock seconded; all were in favor. The minutes were approved.

Operations Report

Ms. Saunders presented the operations report, highlighting a \$287,000 cash reserve, six new licenses approved, and three pending. The financial highlights showed a \$9,000 monthly addition to the fund. Discussions included the potential for better marketing use of funds, the Dover Hall commercial winery license, and

Licensing Update

Six licenses have been approved since the June 2025 board meeting. The new VWDC members are Bent Mountain Brewery, Breaux Vineyards, Mount Fair Farm Vineyard LLC, Kyn



LLC, Oh's Vineyard by the Walo, and Virginia Wineworks LLC.

Four wineries have submitted all necessary documents, and their applications are being processed with ABC. Three wineries have not submitted documents to begin the application process. Bleinheim Vineyards is the Top Seller, and Wegmans-Charlottesville is the Top Buyer so far this year. The Commissioner asked for a breakdown of sales for each Wegmans location. The board discusses the challenges of boosting Virginia wine sales at Wegmans and Total Wine due to new store policies at these locations.

Financial Highlights

Ms. Saunders provides a fiscal year comparison, noting the financial highlights as of August 29, 2025. The sales total is \$870,405, the case sold total is 6,483, and the transaction count total is 8,651. The board discusses the product breakdown with interest in exceeding previous years' sales.

Old Business/Updates

VWDC Software Upgrade Project

Ms. Saunders updates the group on the software upgrade project, involving meetings with Tyler Technology and other stakeholders. There was discussion about the product catalog, creation of a sales slick for wineries, and plans for data migration. The board discussed whether the product catalog should be reviewed before it is finalized. Ms. Saunders explained that the license application and renewal process will be in the new system, which will improve efficiency. This upgrade will provide a Single-Sign-On for all user types. The testing phase is scheduled for October, with a tentative go-live date set for January 2026. Ms. Zilic, from Tyler Technologies, presented to the board an overview of the new VWDC system and features.

New Business

Engagement of Outside Counsel

Mr. Joynes presented his recommendations for outside legal counsel: Williams Compliance and Williams Mullen. Mary Beth from William Compliance is recommended as the dedicated expert to ensure compliance with contracts, legal guidance, alcohol regulations, and current laws. Williams Mullen will provide counsel for specialized trademark and intellectual property services. Mr. Joynes moved to have staff negotiate with Williams Mullen and Williams Compliance and come back to the board with specific terms for approval; all were in favor. If proposals are available to review before December, the board will call an additional meeting to review and vote on the contracts.

Marketing Services

Ms. Saunders discussed the need for a more focused and strategic marketing approach to include events such as wine tastings, especially with the upcoming Virginia 250. She explained her current approach and what she hopes to gain with a new vendor. She hopes to provide vendor proposals for review to the board at the December meeting. The Commissioner wants to ensure that we do not overlap with Virginia Wine



Board marketing strategies. The board aims to promote Virginia Wines based on quality and value instead of relying on promotional discounts. Mr. Joynes asked Ms. Saunders to provide a professional statement about Virginia Wine and VWDC for Virginia 250 marketing and media opportunities.

Upcoming Meeting Dates

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 2:42 PM.

