



DRAFT MINUTES

Virginia Winery Distribution Company (VWDC)
Republic National Distributing Company
14038 Washington Highway
Ashland, VA 23005

December 17, 2024

Call to Order

Stan Joynes called the meeting to order at 1:00 p.m., with a quorum present.

Roll Call

Members Present (In-Person)

Stan Joynes, Valley Road Vineyards
Kenneth Tambaschi, Republic National Distributing Company
Dave Drillock, Fifty-Third Vineyard and Winery
Joseph Guthrie, VDACS Commissioner
Jay Colston

Others Present in Person

Staci Saunders, VWDC and VDACS
Dakota Rust, VBDC and VDACS
Melissa Johnson, VWDC, VBDC, and VDACS
Bradley Copenhaver, Meadowview Strategies

Approval of Draft Minutes

Copies of the agenda and draft minutes from the September 18, 2024, and October 8, 2024, meetings were distributed in advance to all Board members. Mr. Drillock moved to approve the minutes, and Mr. Tambaschi seconded; all were in favor. The minutes were approved.

Operations Report

Ms. Saunders reviewed the Operations Budget Report provided to the Board, including updates for budget and expenditures, licensing, and all relevant sales data through November 30, 2024. As of this date, expenses total \$141,980. Ms. Saunders highlighted that bank fees have reduced by half due to new payment process implemented in 2024, and the marketing contract with Flair Communication was renewed for another year.

Licensing Update

Nine licenses have been approved since the September 2024 Board meeting. The new VWDC members are 15 Peaks LLC, Crush Operations, LLC, Delve Wines LLC, Gauthier Vineyard, Grassy Mountain Vineyard, Saga Meadery (new location), Skylark Farm LLC, Thistlerock Mead Company, and Yapita Farms.

Two applications have been submitted for ABC approval, while eight are awaiting documents to be submitted by wineries for application completion.

Financial Highlights

Ms. Saunders reviewed the financial highlights for fiscal year 2025 as of November 30, 2024. Sales total \$2,488,620, cases sold totals 17,157, and transaction count totals 3,785.

The year-over-year review shows that wine and mead sales have surpassed last year, while cider is behind due to the loss of Cobbler Mountain Cellars.

North Gate Vineyard is the Top Seller, and Wegman's Charlottesville is the Top Buyer so far this year.

Old Business/Updates

VWDC Logo / Trademark

Mr. Bell shared before the meeting that this is still outstanding and will be handled after the conclusion of the General Assembly session.

Software Upgrades

Ms. Saunders provided an update to the Board that we are still in the discovery process of data migration and process to collect new data fields required. Cost is still on track as proposed by Tyler Technologies.

Promotional Ideas

VWDC Sign and/or Retailer Plaque - Ms. Saunders provided an update to the Board regarding the idea to manufacture and distribute signs for member wineries, identifying them to the public as a member of VWDC, and member retailers, as reward for support of the Virginia wine industry. Prior to the December meeting, Ms. Saunders confirmed with Virginia ABC compliance that this is not permitted. Per Virginia ABC compliance, the only signage allowed at the winery or retailer are those displaying the cost of products. Furthermore, a sign can be determined an item of value, which is also not allowed.

The Board discussed and determined that further research into this topic is needed. Mr. Colston will work with Mr. Copenhaver to investigate and report back to the Board during the next meeting.

Rack Cards - Ms. Saunders shared the revised rack cards produced for potential new wineries and retailers. These are to be used during upcoming events and as a quick way to educate new users.

New Business

VWDC Policy Updates

New written policy drafts were shared with the Board for review and discussion regarding returned payments and franchise designation release procedures. Ms. Saunders will work to have these reviewed by VDACS Policy and Planning for review prior to adoption.

Outstanding Invoices

Ms. Saunders discussed the need for a written policy with documentation of consequences for unpaid invoices. The Board agrees that implementing a process to provide notice to customers of the requirement to receive payment within a 15-day period. The consequence of invoices outstanding past the suggested period will result in a suspended VWDC account.

RNDC Tour

Upon conclusion of the meeting, the VWDC Board Members, Ms. Saunders, Mr. Rust, and Ms. Johnson toured the operations facility of Republic National Distributing Company.

Public Comments

There were no public comments.

Upcoming Meeting Dates

March 11, 2025, @ 1:00 p.m.

Location: VDACS, 102 Governor Street, Richmond, VA 23219

June 10, 2025, @ 1:00 p.m.

Location: Valley Road Vineyards, 9264 Critzers Shop Road, Afton, VA 22920

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 2:33 p.m.