

**Board Members Present:**

Kelly Gordon  
Vicki Haneberg  
Scott Harris  
Tom Murray  
Andrew Yancey  
Joseph Guthrie, VDACS  
Dale Farino, VA ABC

**Board Members Absent:**

Joshua Chandler  
Matthew Harris  
Tim Nichols

**Board Members Participating Virtually** (allowed per subsection B of § 2.2-3708.3):

Jeff Bloem

**Guests/Staff:**

Jennifer Atkins, VDACS  
Melissa Ball, VDACS  
Travis Rickman, Deputy Secretary, Ag & Forestry  
Jack Gorman, Spirits Board Marketing Office (VSBMO)  
Amanda Christian, VSBMO  
Madelyn Balser, VSBMO  
Jon Newman, VSBMO

**I. Call to Order – 1:04PM**

**II. Virginia Spirits Month Proclamation**

Deputy Secretary Rickman presented the Virginia Spirits Month Proclamation to Mr. Harris, VSB Chairman.

### **III. Updates - Virginia Spirits Board Marketing Office (VSBMO)**

VSBMO presented updates on the following: media, trade, and industry relations, digital strategy, consumer engagement, and annual campaigns. Regarding Virginia Spirits Month, ABC store sales were down from 2023, but the numbers are preliminary and do not include distillery sales. The first Virginia Cocktail Games were a huge success and will now likely become an annual event. The BarPro Professional Development Conference, aimed at creating Virginia spirits ambassadors, had an excellent registration turnout. The partnership/communication with VA ABC continues to be positive and productive; both parties will continue to work together to navigate the changing “landscape” at VA ABC.

### **IV. Approval of Minutes from May 13, 2024**

*The minutes from the May 13, 2024, meeting were reviewed and unanimously approved as presented. The motion was made by Mrs. Haneberg and seconded by Mr. Murray.*

### **V. Financial Statement Review**

- Establishment of a reserve fund: *The motion to establish a reserve within the Virginia Spirits Promotion Fund of 10% of the operating budget with a minimum of \$100,000 was made by Mr. Yancey and seconded by Mr. Murray. Approval was unanimous.*
- No-cost extensions for research and education grants: *The Chairman or Vice-chairman may approve no-cost extension requests from research and education grantees. This approval can be made one time, and the extension period will be for no more than six months. The motion was made by Mrs. Haneberg and seconded by Mr. Murray; approved unanimously.*

### **VI. Research & Education Grant Proposals**

Ms. Atkins stated that the committee will meet one time prior to release of the FY25-26 program guidelines. Proposals will likely be accepted in February for decisions to be made at the March 2025 meeting. After the FY23-24 earnings deposit is verified, the call for proposals will be released (date TBD).

### **VII. Other Business**

There was no other business to discuss.

### **VIII. Public Comment**

The Chairman opened the floor for any public comments. There were no public comments.

**IX. Schedule Next Meeting**

The next meeting was scheduled for December 9, 2024, at 1PM in Richmond.

**IX. Adjourn**

The meeting was adjourned by the Chairman at 2:40PM.

Respectfully Submitted,  
Jennifer Atkins  
Secretary