



LOCATION

VDACS
Oliver Hill Building

102 Governor St.
Room 232
Richmond, VA 23219

DATE & TIME

Wednesday, November 12, 2025
11:00 AM

MEETING MINUTES

Call to Order

The Chair, Jason Romano, called the meeting to order at 11:10 am.

Directors Present In-person

Jason Romano, Chair, Lake Anne Brew House
Joseph Guthrie, Secretary, VDACS Commissioner
Matt Mullett, Member, RichBrau Brewing
Greg White, Member, Hoffman Beverage Distribution Company

Directors Present Virtually

Aden Short, Vice Chair, P.A. Short Distributing Company

- lives more than 60 miles from the location of the meeting.

Others Present In-Person

Dakota Rust, VDACS, VBDC Operations Manager
Missy Johnson, VDACS, VBDC Financial Analyst
Staci Saunders, VDACS, VWDC Operations Manager
Justin Bell, OAG, Assistant Attorney General
Mike Mullin, VBWA, General Counsel

Others Present Virtually

Stan Joynes, VWDC Chair, Valley Road Vineyards

Approval of Agenda

Secretary Guthrie made a motion to approve the agenda as written. Mr. White seconded the motion, and the motion passed unanimously.

Approval of Draft Minutes

Chair Romano made a motion to approve the draft minutes as written. Secretary Guthrie seconded the motion, and the motion passed unanimously.

Public Comment

Chair Romano opened the public comment period after approving the minutes. There were no public comments made.

Operations Manager Report

FY24-25 Final Budget overview

Mr. Rust presented the final budget report for FY24-25. We finished the year under budget. We aimed to collect \$18,750 in transaction fees, but we only collected \$523.

FY25-26 Budget overview

Mr. Rust presented the budget report for FY25-26 as of September 30, 2025. By the end of December, we expect to meet over halfway to the special revenue goal. The NGF reserve fund is not included in the spending plan. The board did not have any questions.

Licensing

Mr. Rust provided the board with an update regarding distribution licenses. There are currently 32 wholesale licensed locations, seven applications pending approval, and 37 breweries that have either registered their accounts, paid the application fee, or are in the process of submitting their documents.

Sales

As of October 31, 2025, 21 wholesale locations have received a total of 314 orders, resulting in total sales of \$76,302.28. VBDC generated \$2,746.04 in transaction fees and paid \$1,059.42 in taxes to ABC. Nearly 131.75 barrels of product have been distributed.

Engagement

Mr. Rust spoke about the steady growth that VBDC continues to experience on social media and with retailer registrations. Retailer registrations have risen to just over 150 since the last meeting. The increase is mostly due to brewery outreach. Mr. Rust presented the dashboard he prepared for the board, showing the volume of products distributed by container type. Mr. Rust and Ms. Saunders met with a representative from Oozlefinch to find out the barriers they encounter when approaching new retailers. They gathered useful feedback from them to help

with marketing ideas and system updates. Mr. Rust and the board discussed ideas to help breweries remove barriers they encounter and make it easier for retailers to register.

Mr. Rust informed the board about the award that VBDC has won. The Silver W³ Award in the General Websites – Government/State category for its registration and point-of-sale platform. He explained how all users of our website will see a pop-up announcing this award.

Business Development

VDACS Memorandum of Agreement

Chair Romano opened the discussion regarding the Memorandum of Agreement between VBDC and VDACS. Chair Romano made a motion to the Memorandum of Agreement between VBDC and VDACS. Mr. White seconded the motion, Secretary. Guthrie abstained, all other members approved the motion.

Services Agreement

Chair Romano opened the discussion regarding the service agreement for a Virginia alcohol law attorney. Mr. Joynes, VWDC Chairman, joined the meeting to discuss the scope of services and answer any questions about the draft agreement. Mr. Bell and Mr. Joynes have had external correspondence about this venture. During the meeting Mr. Bell cited Virginia code section § 2.2-507 indicating that legal services must be rendered by the Office of the Attorney General (OAG). Mr. Bell explained further that any outside legal counsel request must go through an OAG review process. However, Mr. Joynes cited the Virginia Nonstock Corporation Act which establishes that nonstock boards in Virginia are to be managed under the Board of Directors giving the VBDC Board a legal right to pursue this endeavor without OAG intervention. Mr. Bell acknowledged potential application of this precedent and will have his leadership review and decide which opinion shall prevail. Mr. Bell will provide an update at a special meeting scheduled for this topic.

Another item discussed pertained to the retainer. Mr. Joynes indicated that a few items have been clarified since the original draft agreement and need to be worked into an updated draft. Mr. Joynes will work with the consulting firm and request an updated draft services agreement.

Travel Policy Discussion

Chair Romano opened a discussion regarding a possible new travel policy for VBDC Board members. The board agreed that creating a travel policy for board members to use funds beyond the current mileage reimbursement for meetings is unnecessary.

Marketing Contract Discussion

Chair Romano opened the discussion regarding VBDC's contract with Flair Communication, which expires on December 31, 2025. Mr. Rust explained that Flair focuses on Business-to-Consumer needs and not Business-to-Business. We need to reach retailers on business platforms, such as LinkedIn. Mr. Rust will bring back marketing firm proposals to consider at the next meeting.

Time to Pass the Hops

Greg White, a wholesaler member, formally resigned from his position. The board wished him farewell and thanked him for his service. Pending a nomination from the Virginia Beer Wholesalers Association, a new board member could be appointed as early as December 11, 2025, at the Virginia Board of Agriculture and Consumer Services' meeting.

Next Meeting

The upcoming board meeting is scheduled to take place virtually on December 15, 2025, from 11:00 AM to 1:00 PM.

Adjourn

The meeting was adjourned at 1:29 PM.

