



LOCATION

VDACS
Oliver Hill Building

102 Governor St.
Room 232
Richmond, VA 23219

DATE & TIME

Thursday, February 19, 2026
11:00 AM

MEETING MINUTES

Call to Order

Chair Jason Romano called the meeting to order at 11:24 am.

Directors Present In-person

Jason Romano, Chair, Lake Anne Brew House
Aden Short, Vice Chair, P.A. Short Distributing Company
Charles Green, Secretary, VDACS Commissioner
Matt Mullett, Director, RichBrau Brewing

Others Present In-Person

Dakota Rust, VDACS, VBDC Operations Manager
Missy Johnson, VDACS, VBDC Financial Analyst
Dewey Jennings, PhD, VDACS, Director of Administrative and Financial Services
Justin Bell, OAG, Assistant Attorney General
Brett Vassey

Others Present Virtually

Ashley Reed, VDACS Deputy Director of Administrative and Financial Services
Susie Wales, VDACS Finance Director
Staci Saunders, VDACS, VWDC Operations Manager
Mike Mullin, VBWA, General Counsel

Approval of Agenda

Introductions were made to the new Commissioner. Chair Romano moved to approve the agenda as written. Mr. Mullett seconded the motion, which passed unanimously.

Approval of Draft Minutes

Vice Chair Short moved to approve the minutes of the December 15, 2025, board meeting. Chair

Romano seconded the motion, which passed unanimously.

Public Comment

Chair Romano opened the public comment period after approving the minutes. No public comment was made.

Operations Manager Report

FY25-26 Budget overview

Mr. Rust presented the budget report for FY 2025-2026 as of December 31, 2025. The budget is on track. Salary and benefits, along with software development, are the largest expenses. VBDC has surpassed the halfway mark for the projected transaction fee collection.

Licensing

Mr. Rust provided the board with an update regarding distribution licenses. There are currently 38 licensed wholesale locations, two applications are pending ABC approval, and one brewery has paid the application fee and is in the process of submitting documents. Staff anticipate more applications to be submitted this spring.

Sales

For the 2025 calendar year, 25 active wholesale locations received 422 orders, resulting in total sales of \$104,281.88. VBDC generated \$3,771.20 in transaction fees and paid \$1,462.33 in taxes to ABC. 182 barrels of product were distributed, with a total case equivalent of over 2,500.

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 over 200. The increase is mostly due to brewery outreach.

Mr. Rust presented the board with the dashboard of the new Single Sign-On system, SipVirginia. VBDC will transition to this new system at the beginning of April. He showcased several new reports and features currently being tested in the system.

Marketing Services

Mr. Rust informed the board that the current Flair Communications contract was extended through June 30, 2026. He is working with VDACS Procurement to seek other marketing service firms that better align with VBDC initiatives. Vice Chair Short and Mr. Mullet will assist with the review of the marketing firm proposals.

Business Development

Services Agreement

Chair Romano opened the discussion regarding the engagement of outside counsel. Mr. Bell presented the two additional proposals he received from outside firms. The board discussed the three options and justifications for this outside counsel. Vice Chair Short moved to authorize VBDC staff to work with the Office of the Attorney General to execute an agreement with Williams Compliance for a duration of six months. Mr. Mullett seconded the motion, which was approved unanimously. Mr. Rust will provide updates about his usage of this new service.

Next Meeting

The upcoming board meeting is scheduled to take place in person on Tuesday, May 19, 2026, from 11:00 AM to 1:00 PM.

Adjourn

The meeting was adjourned at 12:49 PM.

DRAFT

