



**Texas Wine and Grape Growers Association
Annual Member Meeting
Thursday, March 4, 2021
Virtual via Conference Direct Platform or Zoom <https://zoom.us/j/96597250708>**

Agenda

I. Call to Order

President

The meeting was called to order at 9:02 a.m. by Patrick Whitehead – TWGGA President for 2020-2021.

II. Induction of the President-Elect

Susan Auler read Glena Yates’ biography and inducted Glena Yates as the TWGGA President Elect for 2021-2022.

III. Induction of the 2021 TWGGA Board of Directors

President

Patrick Whitehead introduced the 2021-2022 TWGGA Board of Directors and inducted the new Board.

President:	Roxanne Myers, Lost Oak Winery
President-Elect:	Glenn Yates, Spicewood Vineyards
Secretary:	Karen Bonarrigo, Messina Hof Winery
Treasurer:	Julie Herbort, Heath Sparkling Wines
Past President:	Patrick Whitehead, Blue Ostrich Winery and Vineyard
Director-at-Large:	Bob Landon, Landon Winery
Director-at-Large:	Tiffany Farrell, Haak Vineyards and Winery
Director-at-Large:	Andy Timmons, Lost Draw Vineyards
Region One – Vineyard Director:	Kirk Williams, Williams Ranch Vineyard
Region One – Winery Director:	Bill Day, Buena Suerte Vineyards
Region Two – Vineyard Director:	Meredith Eaton, Firelight Vineyards
Region Two – Winery Director:	John Matthews, Cassaro Wines
Region Three – Vineyard Director:	James Kasperek, Starry Night Farms
Region Three – Winery Director:	Ryan Levy, Nice Winery
Region Four – Vineyard Director:	Dustin Walker, Cathedral Mountain Vineyards
Region Four – Winery Director:	Kalyn Hodges, Los Nopales Wines
Region Five – Vineyard Director:	Bret Perrenoud, Becker Vineyards
Region Five – Winery Director:	Jason Englert, Grape Creek Vineyards

IV. Approval of 2020 Member Meeting Minutes

Secretary

The February 19, 2020 TWGGA Annual Member Meeting Minutes were distributed by email and posted on the TWGGA website. Bob Landon made a motion to approve the minutes as distributed. Bill Day seconded the motion. **Motion passed.**

V. Treasurer’s Report

Treasurer

Clark Hornbaker was unable to be present at the meeting, therefore Julie Herbort gave the Treasurer’s Report in his place. Full written reports entitled “Members Annual Financial Report – December 31, 2020” and “2021

Budget” were distributed by email and posted on the TWGGA website. The Financial Report along with the 2021 Budget were reviewed in detail. Key highlights included:

- 2020 Annual Conference and Lone Star International Wine Competition were most successful to date.
- Challenging year due to COVID-19 impact and restrictions which negatively impacted membership dues and event revenues.
- Staff and payroll restructuring cut operating costs.
- Significant work put in during 2020 and on the 2021 Budget led to stabilization going into 2021.
- 2020 taxes have been submitted.
- Board will be looking at membership dues in 2021.

Bill Day made a motion to approve the Treasurer’s Report and Budget as distributed. Julie Kuhlken seconded the motion. **Motion passed.**

VI. Past President’s Remarks

Past President

Patrick Whitehead, Past President, remarked on COVID-19 and the Governor’s subsequent Executive Orders impacting operations and sales all year. It gave an opportunity to learn a lot of new things this year, including Zoom, virtual events, and new ways to communicate. TWGGA staff is now operating at a much smaller scale – going from four staff at the 2020 Annual Conference to now just Sabrina Houser Amaya as the only fulltime employee to man communication, operations, and work with the conference committee to plan TWGGA’s first virtual conference. Patrick recognized Clark Hornbaker, Treasurer, for gifting a 2021 balanced budget to the Board, and thanked everyone for their support.

VII. President’s Report

Roxanne Myers, President, recognized Patrick Whitehead for his unwavering and optimistic outlook and leadership over the past year. The full impact of COVID on agro-tourism is still unknown with mixed results being reported. Global tourism has shrunk so TWGGA must remain vigilant to remain noticed and successful. Vineyards have gone through two large freeze issues in two years on top of herbicide drift issues. TWGGA stands behind everyone that is affected by these issues. There are a lot of generational changes within the TWGGA member wineries and vineyards, and TWGGA continues to grow to showcase the tenacity, dedication, and commitment of Texans to Texas grape growing and winemaking.

The Texas Wine Foundation is reinvigorated with a new marketing project, and new fundraising options will be explored that will allow options for members to participate in Foundation fundraising efforts. Roxanne acknowledged the extensive relationships and partnerships that TWGGA maintains, including those with state universities, national wine organizations, and other wine organizations within Texas. These partnerships allow TWGGA to keep current on legislative and regulative issues. Roxanne also noted for the record that she is the second woman president of TWGGA with the first being Camille McBee in 2001.

VIII. Reports

a. Legislative and Regulatory

Kyle Frazier reported that the biggest recent news was Governor Abbott’s Executive Order 34 which opened Texas up to 100% effective March 10, 2021, which reversed the Executive Orders issues in 2020 in response to the COVID-19 crisis. Businesses can now go back to running as they need to in 2021. Kyle recognized that a lot of TWGGA members and others were tirelessly involved over the past year to be businesses back open, which was challenging to get done. COVID-19 and the restrictions put in place changed how everyone ran their businesses.

Currently in a unique Legislative Session moving forward because the budget is strained, and the February 2021 ice storms created additional issues. The Governor’s priorities going into the session were to address COVID, education, healthcare, and budget concerns. COVID became secondary after the ice storm which changed

priorities to electricity regulation and resolving water issues. He predicted that a lot will change in Austin over the next few months.

TWGGGA has a few alcohol initiatives for this Legislative Session including 1) American Viticulture Area (AVA) labeling rule, 2) Repeal of 35,000-gallon cap limit, and 3) Monitoring TABC changes which include new festival guidelines and permit fee increases.

Kyle indicated he and the TWGGGA Legislative Committee members would be in the TWGGGA Regional Meetings immediately following the Annual Meeting to answer additional questions.

b. Texas Wine Foundation

Patrick Whitehead recapped that the Texas Wine Foundation has been mostly inactive over the past couple years due to TWGGGA staff transitions. As the TWGGGA Past President, Patrick moves into the Texas Wine Foundation President role, and he looks forward to injecting new life into the Foundation. The Foundation is a separate 501(c)(3) non-profit organization geared towards education (academic and consumer focused) of Texas wine and grape industry along with fundraising for scholarships issued to students at various Texas universities and colleges.

Patrick reported that the Foundation is exploring new ways of fundraising this year. The new marketing initiative started in November 2019 by a group of stakeholders, including wineries, vineyards, and Texas convention and visitor bureaus (CVBs), pooled money to directly campaign for awareness of the Texas wine and grape industry. It also creates marketing tools and assets that can be used by those in the industry.

The Texas Wine Foundation Board for 2021-2022 is as follows:

President:	Patrick Whitehead, Blue Ostrich Winery and Vineyard
Vice President:	Glena Yates, Spicewood Vineyards
Secretary and Treasurer:	Karen Bonarrigo, Messina Hof Winery
Region One:	Monty Dixon, Bar Z Winery
Region Two:	Nicole Dabbert Roper, 4R Ranch Vineyards and Winery
Region Three:	Rikki Leigh Willoughby, Red House Winery
Region Four:	Dustin Walker, Cathedral Mountain Vineyards
Region Five:	Julie Kuhlken, Pedernales Cellars

c. Marketing Committee

Julie Kuhlken shared a presentation of the brand campaign concept developed by Three Headed Monster, the marketing firm contracted by the stakeholder to develop the Texas wine and grape industry campaign noted by Patrick Whitehead previously. Goal was to treat Texas wine as a brand like California or Washington to get people excited about the industry. “Texas Wine, Texas Bold” marketing campaign is aimed at increasing consumer awareness and consumption of Texas wine. Currently includes six videos to be rolled out through TWGGGA and member social media and online channels. Julie reviewed the timeline from Fall 2019 through present day and showed two of the videos for the Membership. Total stakeholder contributions were approximately \$85,000. Details on how to download and use the assets are on the TWGGGA website.

d. Virtual Forum

Glena Yates reported on TWGGGA’s first ever Virtual Forum which replaced the annual in-personal TWGGGA Conference. The TWGGGA Education Committee recognized in Summer 2020 that an in-person conference was not possible due to COVID-19, and therefore efforts transitioned to researching, contracting, and planning a virtual conference. Conference Direct was hired in October 2020 to assist, and planning took half as much time as normal (three months instead of six months). Good presenters on schedule, and the sessions will be available

for a full year to watch and share. Glenna noted that the cost is much less for a virtual conference due to no hotel, food/beverage costs, travel, and the current virtual conference looks to be a profitable venture for TWGGA.

e. Vineyard Impact

Justin Scheiner from Texas A&M Agrilife reviewed in detail a “Vineyard Update” presentation. Number of wineries in Texas went from less than 100 in 2000, to over 200 in 2010, and now is over 625 in 2020. Over 125 counties have wineries, and the increase demand on grapes and vineyard acreage is increasing. Mainstream and less-know varietals are both increasing, though challenging weather issues have caused damage across the state which will continue to be monitored. Herbicide drift remains an ongoing concern, and AgriLife’s 2019 Damage Survey and results are on their website for review. Pierce’s Disease research has lead to some resources to mitigate damage, and UC Davis’ experimental grape types are showing promise. AgriLife is currently experimenting with one of the five types (Camminare Noir). Justin encouraged everyone to participate in the USDA NASS survey to show true impact of the industry.

f. Other

No other reports

Bill Day made a motion to accept the reports. John Matthews seconded the motion. **Motion passed.**

IX. Old Business

No old business to report

X. New Business

Roxanne Myers reported that the Board approved the creation of a Strategic Planning Committee. She is developing a list of potential committee members. Intent is to review TWGGA’s mission to determine what direction TWGGA should go and what it wants to accomplish. Three goals are 1) Programs and Partnerships, 2) Staffing, and 3) Looking at Membership to meet needs.

XI. Announcements

Sabrina Houser Amaya explained the Regional Meeting login process. Regional Meetings will take place at 10:35 a.m. through a different Zoom link.

TWGGA Board Members will stay on meeting to take a group photo.

Bill Day made a motion to adjourn. Bob Landon seconded the motion. **Motion passed.**

Meeting adjourned at 10:14 a.m.

Respectfully submitted by Karen Bonarrigo, TWGGA Secretary