

# Virginia ABC Board Meeting Minutes

## March 31, 2026

### Call Meeting to Order

Meeting called to order at 9:02 a.m.

### Attendees

Board Chair, Tim Hugo  
Board Member, Lisa Jennings  
Board Member, Jack Kerrigan  
Board Member, Greg Holland (via Teams)  
CEO, Dale Farino  
Deputy Secretary, Chris Curtis  
AGC, LaTonya Hucks Watkins  
COO, Tom Kirby  
CFO, Dave Alfano  
CHR, John Singleton  
Director, Tyler Moore  
Office of the Attorney General, Elizabeth Peay  
Senior Paralegal, Helen Gordon  
Sales Audit Lead Analyst, Martha Jackson

### Opening Remarks

- Board Member Holland appears via Teams from Florida
- Chair Hugo-Called the meeting to order at 9:02 a.m.

### New Business - Board Approval

#### Approve Minutes from February 5, 2026 Board Meeting

- Board Member Jennings requested a revision of the minutes.
- The suggested language was emailed to Mr. Curtis prior to the meeting and was read to the Board.
- Chair Hugo, requested a motion to accept the revision to the February 5, 2026 Board minutes.
- Board Member Kerrigan, motioned to accept the revision of the minutes.
- Board Member Jennings, seconded the motion.
- Chair Hugo, there being no further discussion, the chair called roll. All Board Members voted aye to revise the minutes as suggested.
- Board Member Jennings, made a motion to accept the minutes as amended.
- Board Member Kerrigan, seconded the motion.
- Chair Hugo-Called roll, all Board Members voted "aye", and the minutes were approved as amended.

### Financial Update

- Mr. Alfano reviewed the January and February 2026 Financial Results.
- Board Member Kerrigan requested that future financial updates include remaining FY forecasts.
- Chair Hugo suggested that it might be beneficial to set expectations with the Governor's staff and the Financial Committees about the impact that declining revenues will have on future profit transfer commitments.
- Board Member Jennings suggested consideration of offering discounts for cash and debit users to encourage a switch to less expensive payment systems like credit cards and resulting fees.
- Board Member Kerrigan suggested and offered to participate in a session to develop a variable sales compensation model to incentivize store personnel for generating incremental sales.

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### Marketing Update:

- Mr. Moore provided an update on ABCs last 3 promotions.
- Upcoming “Did You Know” campaign highlighting topics curated to generate attention to additional sales avenues for customer shopping, such as information on VABC canned cocktail offerings.
- The lead generation campaign started in January, and we have seen an increase to customer acquisition to the SV email channel as a result.
- For the New Year’s Eve sale, last-minute purchasing was huge on the way to New Year’s Eve parties. We kept stores open longer for this sale and we saw dramatically good results. Team recommends expanding open later hours for CY26
- Mr. Moore, in Media data, we saw a decent reach and frequency. Our current priority is to drive these two up.
- Board Member Jennings advised our click rate is great.
- For the Big Game Promotion, our reach was drastically up and even extended. We are seeing that there is no real adverse costs to extending this sales over longer day periods.
- The campaign this year saw stronger engagement numbers previous year, continuing sentiment that transition from third party campaign management to first party was a positive decision.
- Board Member Kerrigan asked where we were on third-party delivery services.
- Mr. Moore stated that discussions are still in progress with Uber Eats and we’ve also met with Door Dash.
- Board Member Kerrigan asked if other control states entered into agreements with third-party delivery services?
- CEO Farino and COO Kirby advised no that VA ABC would be the first.
- COO Kirby advised that we are getting people to sign up for text messages through social media.
- Board Member Jennings suggested a method to recognize and reward store staff for meeting stretch sales goals.

### Board Appeal Hearing(s)

- The Board conveyed in the Hearing Room at 10:25 a.m. to hear the appeals of Beer Lovers Distributors and Roseshire.
  - In the appeal of Beer Lovers Distributors, license #013429161, after careful consideration Board Member Jennings moved to remand the matter back to the Administrative Law Judge, which was seconded by Board Member Kerrigan. The motion passed on a roll call vote of 4-0.
  - In the appeal of Roseshire, license #013604287, after careful consideration, Board Member Jennings moved to modify the Administrative Law Judges’ decision, which was seconded by Chair Hugo. The motion passed on a roll call vote of 3-1.

### Board Meeting Resumed

- Board Member Jennings made a motion to approve the Board’s closed session discussion and move back into open session; Board Member Kerrigan seconded the motion. Chair Hugo-Called roll and all voted aye.

### 2026 Legislative Session

- Ms. Hucks-Watkin indicated that we were monitoring eleven bills that are ABC-related that are now with the Governor’s office
- Chair Hugo asked if ABC would take enforcement of cannabis
- CEO Farino advised no, just for items turned into the tip line that we need to create
- CEO Farino stated licensing was remaining with the Cannabis Control Authority
- CEO Farino advised that details of enforcement were being discussed within the Governor’s Office

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- Chair Hugo asked if ABC is responsible for tobacco enforcement
- Board Member Jennings asked if the licensing of tobacco doesn't come here but the cost does, do we get cost recovery?
- CEO Farino stated ABC was picking up the licensing and enforcement of tobacco
- Chair Hugo in regard to MBAR change is that a year-round thing only for certain months.
- CEO Farino, the high-volume establishments will be fine, but the lower volume folks get an exemption for the number of seats they have.
- Chair Hugo stated there are some bills that have passed that will have an impact on our infrastructure. Costs that goes to the employer such as minimum wage and prevailing wage will all impact our cost structure.
- Board Member Jennings suggested meeting once a month as we digest the changes.

### Comments from the Board

- Board Member Jennings, I want to compliment Tyler Moore on another top shelf presentation.

### Public Comments

- Chair Hugo asked if there were any comments from the public. There being none, the board moved to closed session.

### Closed Session

- Chair Hugo asked for a motion to move into closed session, Board Member Kerrigan made a motion to move into closed session to consult with legal counsel regarding litigation, Board Member Jennings seconded the motion. Chair Hugo called roll, all Board members voted "aye".
- The Board moved into closed session at 1:30 p.m. with the following non-Board members in attendance: Elizabeth Peay, John Singleton, Tom Kirby, Dave Alfano, Dale Farino, Chris Curtis and LaTonya Hucks-Watkins.

### Meeting Adjournment

Meeting adjourned at: 2:00 p.m.

Next meeting: May 6, 2026