



**Commanderie de Bordeaux, Inc.
Board of Governors Meeting
via Videoconference
January 23, 2021**

Maitre Members Present

Alberts, Bette	Washington DC	Keener, Keith	NC Triangle
Allen, Peter	Los Angeles	Koch, John	Palm Beach
Bailey, Drew	Greater Miami	Krawitt, Les	Las Vegas
Benjamin, Peter	Miami	Levy, Scott	New Orleans
Benway, David	Philadelphia	Louis, Clif	Denver
Bryant, Doug	Atlanta	Morgan, David	Nashville
Chaney, Henry	Santa Barbara	Neill, Kenneth	Memphis
Currey, Rick	Dallas/Fort Worth	Pitts, Larry	Palm Springs
Daley, Clayton	Cincinnati	Sigmond, Steve	Minneapolis
DeMoss, Jon	Naples	Slade, Elliott	Aspen
Erdman, Jacqui	Jackson Hole	Stark, Robin	San Diego
Esbeck, Mark	Sarasota	Trinkle, Dennis	Indianapolis
Hall, Almon	Providence	Vincenti, Lionel	Seattle
Heydon, Peter	Detroit	Vitols, Norm	Phoenix
Holmes, John	Chicago	Vogt, Robin	Boston
Horn, Chuck	San Francisco	Wolff, Alvin	St. Louis
Josey, Lenoir	Houston		

At-Large Members Present

Hubbs, Kelleen	Grand Régent	Vogt, Eric	Grand Maître
Mason, Jennifer	Atlanta	Yang, Whitney	Denver

Émérites Present

Marlas, Jim	New York	Pumarada, Pedro	Puerto Rico
Pagnucco, John	Minneapolis	Smith, Angus	Philadelphia

Others Present

Guiraud, Henri	Paris	Rose, Arthur	Detroit
Harris, Warren	Houston	Withers, Fred	Vancouver
Parker, Jon	Cleveland		

THE BOARD OF GOVERNORS MEETING

Grand Maître Eric Vogt called the meeting to order at 9:05 A.M. EST and welcomed everyone.

Quorum & Minutes

A quorum of the members of the Board of Governors was present with all chapters represented except Newport Beach.

The reading of the Minutes of the previous Board of Governors meeting held by videoconference on August 28, 2020 was waived and approved as distributed.

Nominating Committee

Nominating committee chair Chuck Horn presented the following resolutions on the committee's behalf which were all duly moved and adopted:

RESOLVED, that the following be elected to serve as officers of the
Commanderie de Bordeaux, Inc. until the next annual meeting:

Eric E. Vogt	Grand Maître
Kelleen H. Hubbs	Grand Régent
Laurence I. Pitts	Grand Chancelier
David K. Morgan	Grand Argentier
J. Keith Keener	Grand Chambellan
Charles H. Horn	Grand Prévôt
Kenneth Neill	Grand Héraut
Doug Bryant	Grand Échanson
Kenneth Neill	Grand Archiviste
John D. Koch	Ambassadeur de la Croissance

RESOLVED, that the following be elected to serve as the Committee of Direction
(Executive) of the Commanderie de Bordeaux, Inc. until the next annual meeting:

Eric Vogt	Chair (Grand Maître)
Chuck Horn	Member (Grand Prévôt)
Jacqui Erdman	Member
Randy Marcus	Member
David Morgan	Member
Larry Pitts	Member

WHEREAS, the Naples Chapter has accepted the retirement of its Maître, Norman Thompson, and has elected Jon DeMoss to be its Maître, and WHEREAS, the Grand Conseil du Vin de Bordeaux has approved, and granted him their confidence, BE IT THEREFORE RESOLVED that Jon DeMoss is confirmed as Maître of the Naples Chapter, and, FURTHER that the Board of Governors recognizes the years of dedicated service to his chapter and to the Board of Governors given by Norman Thompson, and HEREBY grants him its official commendation and thanks. Few

Maîtres understood the breadth of Norm Thompson’s contribution to the Commanderie. Norm saw the need for an enhanced National website. So he built it, proudly observing that we need not pay any license fees for the many photos – all personally taken by Norm. He then created individual “transaction” chapter websites for all who asked. During the organization’s trip to Pessac-Léognan, Norm was asked if he could coordinate the menu and the seating at Smith Haut Lafitte. Norm said, “Let me do the menus and seating for all of our Chateaux visits, I can write a program that will ensure nobody sits next to the same couple more than once.” These brief stories exemplify the positive, creative, “can-do” attitude of Norm Thompson. He will be sorely missed by the Naples Chapter, by the Grand Maître, and by this Board of Governors.

NOTING that the by-laws provide as follows: “The Board of Governors may, at its discretion, designate Emeritus Board Members, with or without additional titles. Such appointments shall be for a period of five years and may be renewed”, and WHEREAS Fred Goldberg served honorably and long as the Maître of the Seattle Chapter, and served with distinction as a member of this Board of Governors, in the discretion of the Board of Governors BE IT RESOLVED that Fred Goldberg is hereby designated as an Emeritus Board Member for a period of five years.

Grand Conseil

Grand Maître Vogt read a message from Hubert de Bouïard, Grand Maître of the Grand Conseil du Vin de Bordeaux (GCVB) who was unable to attend the meeting. In his message Hubert informed the group that the GCVB has increased the presence of Chateaux on its website in order to promote exchanges between commandeurs and wine growers. A newsletter system under development will allow the dissemination of pertinent information to commandeurs throughout the world. Hubert gave particular thanks to US commandeurs for their solidarity and commitment during the months of the pandemic and for remaining loyal to the wines of Bordeaux. He remarked that the 2020 vintage looks very promising with quality in line with 2018 and 2019; a trilogy of vintages reminiscent of 1988, 1989, and 1990 along with 2008, 2009, and 2010. The 2020 vintage will be presented to the Commanderie in the coming months. If the upcoming en-primeur week should be cancelled, samples will be shipped to and webinars held for a large number of commanderies. Hubert concluded with the announcement of the Bordeaux Millennial Society, a new project coordinated by the GCVB and the US Commanderie.

Grand Maître’s Report

As his report, Grand Maître Vogt proceeded to read a poem he penned summing up the challenges faced by the organization during the pandemic that has swept the world since early spring. He described how the Commanderie rose to the challenge by reformulating the long-held tradition of in person parlements into over 53 online events including two nation-wide tastings broadcast live from Bordeaux that included the delivery of books and wine to every participant.

Educateur Report & YouTube Redesign

Grand Régent Kelleen Hubbs reviewed the organization's educational objectives and tools with the Educateur Forum being the most important followed by the YouTube channel, supporting wine professionals, Chateaux, and Drop Box access. The Facebook page has been retired due to lack of participation and a new tool using the Groups.io community platform is under development.

Kelleen proudly reported that despite the pandemic 2020 saw over 6,280 live participant education hours throughout the US Commanderie system along with the creation of seven new Master-Class videos for the organization's YouTube channel. Last March 43 Educateurs and Maîtres along with five Next-Gen UCLA Left Bank Bordeaux Cup participants gathered in Los Angeles for the most recent Educateurs' Forum. Since then, quarterly Educateur meetings were held and a COVID-safe virtual tasting manual was produced.

Kelleen reported that the YouTube channel has a new enhanced look organized by speaker type. Additionally, some of the hour-long videos have been shortened to the more bite-sized 12-20 minutes determined to be the sweet-spot of educational viewing. A graph illustrated the steady increase in viewership since the channel's inception.

The pandemic has presented new opportunities for education. Kelleen presented the example of distant chapters who now share events over the internet. Halifax and Atlanta held a joint cooking class led by Seattle commandeur chef Muriel-Marguerite Foucher.

To support local chapter Educateurs, "Events in a Box" offers pre-designed soup-to-nuts tasting programs that chapters can access and deliver to their membership. Employment of the Groups.io sharing platform will allow easy uploading and sharing of material among chapters using hashtags, thus eliminating dependence on one individual to constantly update a Drop Box. In addition to Educateurs, chapter Maîtres will be given access to this information.

Live chapter education hours dropped a bit during the pandemic but the two national live online events with Château Ducru-Beaucaillou and Château Angélus helped soften the blow.

Kelleen reported that Educational expenses for 2020 came in about \$2,000 under the \$30,000 budgeted and that \$33,000 has been allocated for the effort in 2021.

Looking forward to 2021, Kelleen and her committee hope to see another Educateurs' Forum in Los Angeles with Hubert de Boüard, Marielle Cazaux winemaker at Château La Conseillante, Hortense Idoine Manoncourt from Château Figeac, and Gonzague Lurton as possible presenters. At least one *Causeries Intimes* (Intimate Chat) is planned with Educateurs and Châteaux owners participating in small informal one-hour wine and cheese talks. Three "Event-In-A-Box" kits will be introduced and when travel is safe the Scholar program with Lynn Lathrop will be recommenced. Finally, the Groups.io platform is scheduled for roll-out.

Grand Maître Vogt thanked Kelleen for her participation indicating his pride in having her as his Grand Régent.

Large Scale Tastings

New at-large board member Jennifer Aspen Mason of Atlanta reviewed the two highly successful pilot programs featuring an online tasting live from Bordeaux with the proprietors of Château Ducru-Beaucaillou and Château Angélu. Over 300 commandeurs from throughout the US participated in each with wine samples and books provided by the Châteaux. US Customs issues prevented the delivery of many samples for the Ducru tasting but thanks to the hard work of New Orleans Maître Scott Levy, delivery for the Angélu event went smoothly. Even participants who did not receive their samples reported a positive experience. The goal is to have two or three similar events in the current year with wine shipped to the Educateur or Caviste of each chapter for distribution to its participating members.

Grand Maître Vogt saluted Jennifer and her team for their outstanding work in launching this program.

Website Strategy

Grand Maître Vogt reviewed the history of the organization's online presence beginning in 2002 with the Communispace platform organized through the Boston chapter, followed by commanderie.org established by the then Maître of Phoenix, and most currently commanderieusa.org established by Naples Maître Norm Thompson. The template for that design has subsequently been harnessed by several chapters to automate their own operations, dues payments, and event registration. It also allows both members-only and public access sections.

Eric announced the engagement of Sarasota Maître Mark Esbeck's company, the direct marketing firm of Andrick & Associates to take commanderieusa.org to the next level. Additionally, Mark is offering to set up chapter sites for up to ten chapters per year at a reduced rate. Interested chapters should contact Mark directly for a quote.

Financial Report

Grand Argentier David Morgan presented the financial report of the organization distributed to all governors in advance of the meeting. A 2020 year-end surplus of approximately \$55,000 is anticipated due to lack of spending during the pandemic. He pointed out that the balance sheet includes a large sum cash of deposits already made by governors for the Saint-Julien trip along with considerable cash from the wine fund. Travel during the year was largely non-existent.

The finance committee proposed a 2021 budget on the conservative side due to the unknown impact of the pandemic on future membership, anticipating a net increase in the current membership of 1,252 to 1,270 by the end of the year. Given the current lack of spending, the committee is recommended a decrease in national dues from \$145 per member to \$125 per member for 2021. The contribution to Bordeaux remains at 30 euro per member. Although the dues reduction may result in a small deficit, David's committee determined that the organization has the resources to absorb that potential loss.

The Grand Argentier made the following motions on behalf of the finance committee which were adopted:

RESOLVED, that the national dues be reduced to \$125 per member for the 2021 calendar year.

RESOLVED, that the Board of Governors meeting annual wine fund fee for 2021 remain at \$1,000 per governor who attends with a companion and \$750 per governor who attends alone, and that credit be given to each governor for any amount that governor had paid toward the subsequently abandoned 2020 wine assessment.

In closing, David reminded all chapters to submit annual financial reports by the end of February using the excel spreadsheet form provided, and to remit national dues by March 31.

Commanderie Statistics and Next Generation Initiative

Gouverneur at-large Whitney Yang thanked all 37 chapters for submitting the requested chapter data, then proceeded to summarize the compilation of results. She pointed out that US membership has grown steadily over the last ten years with New York the largest chapter at 82 members and Puerto Rico the smallest at 16 members. Chapter Maîtres expect an aggregate growth of 70 in the current year. The Greater Miami chapter holds the national top spot in both percentage of women and in members under 45 years old. During 2020 the Dallas Chapter held the greatest number of virtual and live events. The Nashville chapter has the highest initiation fee at \$7,500. David Morgan, its Maître along with being a CPA, pointed out that the current value of the chapter cellar is \$8,500 per member suggesting that other chapters consider the cellar-value per member analysis in analyzing fees.

Whitney then introduced the Bordeaux Millennial Society, a new initiative in collaboration with the CIVB and the GCVB having the goal of offering young Bordeaux consumers a unique experience, of belonging to a community of Bordeaux lovers, and to make them the Ambassadors of Bordeaux of tomorrow. The society will offer commandeurs between the ages of 25 and 40 unique access and opportunities including in-person and virtual master classes, access to legendary winemakers, free courses at the CIVB Wine School, low-cost trips to Bordeaux, wine blending workshops, and chateaux wine samples. Whitney's committee is prepared to support three to four chapters in this initiative for 2021. She requested that interested chapters contact her directly for more information.

Breakout Sessions

Those present were divided into small discussion groups to address individual chapter health and the challenges faced by Maîtres going forward. Following approximately 20 minutes of discussion in the various group, the entire group reconvened for the remainder of the meeting.

Welcoming the Bordelais

Boston Maître and committee chair Robin Grumman-Vogt informed those present that all planned Bordelais visits are on hold due to the pandemic. Le Grand Cercle Vins de Bordeaux multi-chapter tour has been tentatively rescheduled to November. Expenses for the participating winemakers including the cost of the wines presented will be covered by a grant arranged by former GCVB Grand Maître Francis Boutemy. Several chapters are already on the proposed list of visits and Jackson Hole Maître Jacqui Erdman suggested that the southern California visit be planned to coincide with the Educateurs' Forum scheduled for the same month in Los Angeles.

Future Meeting Sites

June 10-13, 2021 – Jackson Hole

Jackson Hole Maître Jacqui Erdman updated those present on the status of the organization's planned meeting in Jackson Hole. The Four Seasons Hotel has been reserved at the rate of \$425 per night. Friday dinner will be at the hotel with Saturday's dinner at the museum. A float trip is planned for Saturday. However, Jackson Hole is currently among the top 30 cities in the US for COVID-19 infection and it is yet unknown whether travel will be safe in June. Moving the meeting to July would result in a nightly hotel rate of nearly \$1,000. Jacqui commented that a go-no go decision needed to be made almost immediately. After some discussion it was decided that the Committee of Direction would meet within the next week to ten days to decide whether to postpone the in-person meeting to a future year.

September 19-22, 2021 – Saint-Julien preceded by the Mondiale from the 15-17

Grand Maître Vogt briefly updated the group on plans for the Saint-Julien event.

Other Upcoming Board of Governors Meetings:

January 2022 – St. Louis

September 2022 – Margaux

January 2023 – Los Angeles

June 2023 – Nashville

January 2024 – Denver

September 2024 – Saint-Émilion

January 2025 – Dallas

June 2026 – Cleveland

There being no further business the meeting adjourned at 2:26 P.M.

Respectfully submitted,



Laurence I. Pitts
Grand Chancellor