

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM**  
**BOARD MEETING**  
**Minutes of the February 18, 2020 Board Meeting**  
**Pennsylvania Department of Agriculture**  
**Room 405**  
**2301 North Cameron Street**  
**Harrisburg, PA 17110**

Public notice of the February 18, 2020 Pennsylvania Wine Marketing and Research Program Board Meeting was given on February 6, 2020 as stipulated by the Sunshine Law.

**CALL TO ORDER**

Mario Mazza, Chairman, called the meeting to order at 10:06 a.m. Board members in attendance included Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; Robert Mazza; Elwin L. Stewart; John Skrip, III; Jamie Williams; Chris Dietz; and Lela Reichart.

Board members not in attendance included David Hoffman; Jonathan Patrono; and Charles Zaleski, Jr.

Also present were Patrick Andrews, Secretary of Agriculture Representative; Laura England, Director, Bureau of Market Development, PA Department of Agriculture; John Howard, Esquire, Acting Chief Counsel; Greg O'Loughlin, SWELL; Cheryl Cook, Deputy Secretary for Market Development, PA Department of Agriculture; Lindsay Young, Senior Manager, McKonly and Asbury, CPAs; Jennifer Eckinger, Pennsylvania Winery Association; and Kelly O'Donnell, Director of Transformation, PA Department of Agriculture.

Elizabeth Brassell, Director of Communications, PLCB and Cain Hickey, currently Associate Professor at the University of Georgia Extension, participated via telephone.

**APPROVE MEETING MINUTES**

**RESOLUTION 2020.03 APPROVAL OF MEETING MINUTES**

Presented by: Robert Mazza

Seconded by: Elwin Stewart

Passed: Unanimously

To approve the Minutes of the November 19, 2019 meeting.

## **ACCOUNTING UPDATE**

Chair Mazza reminded Board members that, with ACMA funds, the Board supported a memorandum of understanding with regard to Penn State hiring of an extension viticulturist statewide. Chair Mazza welcomed Cain Hickey, who was recently hired and will start at Penn State on May 1, 2020. Dr. Hickey introduced himself and provided a description of his professional background.

Lindsay Young, Senior Manager, McKonly and Asbury, CPAs referred Board members for further discussion to the Wine Assessment Report summarizing the 2017, 2018, and 2019 marketing season, the Profit and Loss Statement and Budget vs. Actual from July 2019 through January 2020, and Assets as of January 1, 2020. Board members had questions and comments regarding the reports.

Patrick Andrews, Secretary of Agriculture Representative, stated that a temporary clerical person was being trained to keep track of deposited checks while Holly Zarefoss was out on maternity leave for the next three and a half months. There was discussion regarding additional information being supplied related to the outstanding amounts and the sums actually collected out of those amounts.

John noted an account was established with Fidelity and asked Board members to suggest investment options.

### **RESOLUTION 2020.04 APPROVAL OF FINANCIAL REPORT**

Presented by: Chris Dietz

Seconded by: Lela Reichart

Passed: Unanimously.

To approve the Financial Report.

## **APPROVE MEETING MINUTES**

### **RESOLUTION 2020.05 APPROVAL OF MEETING MINUTES**

Presented by: Robert Mazza

Seconded by: John Skrip, III

Passed: Unanimously

To approve the Minutes of the January 14, 2020 meeting.

## **LEGAL COUNSEL - CODE OF CONDUCT**

John Howard, Esquire, Acting Chief Counsel, discussed the Code of Conduct forms previously presented to the Board for review. Mr. Howard was requested to verify the Board's completion of all necessary documents.

## **PWA UPDATE**

Jennifer Eckinger, Pennsylvania Winery Association, and Greg O'Loughlin, SWELL, provided a few examples of the Pennsylvania Winery Association's marketing impact. Ms. Eckinger referred to information regarding activities and milestones achieved for further discussion.

She stated PA wines were represented at the 2020 PA Farm Show. The planning process began for the marketing initiative known as Sommelier Judgement 2020, a tasting and judging event. Mr. O'Loughlin distributed information regarding Pennsylvania's Happy Traveler Guide, which features PA wines on the back cover.

Ms. Eckinger stated October was Pennsylvania Wine Month. She noted a meeting would be scheduled in the future for discussion of ideas for the activity. Work continues with Discover Lehigh Valley and Visit Philly with the promotion of media guides, such as billboards.

Ms. Eckinger noted the work continues with regard to the PA Wines videos. She indicated one of the goals of the PWA was to create a portal that would allow wineries to go onto the portal to obtain the information for use in their social media or promotion, a type of educational component already created. Pennsylvania Wines will be showcasing at the International Culinary Professionals Annual Conference to be held at the end of March in Pittsburgh.

Marketing updates will be shared at the upcoming Pennsylvania Winery Conference. Ms. Eckinger noted the Economic Impact Report, which visually breaks PA wineries down by counties has been completed. She referred to additional information on the PA Wine Land Post Special Edition flier for further discussion of some of the previously mentioned events.

Ms. Eckinger noted a robust relationship continues with PA Tourism and DCED to support activities of the Pennsylvania Winery Association, this year with Happy Traveler Guide as well as online advertising with Visit PA. Mr. O'Loughlin noted an interest survey conducted over the last four years had a good response from approximately 70 wineries. He will provide highlights at the next meeting.

Ms. Eckinger noted a close relationship with the PLCB Fine Wine and Good Spirit specialty stores through the state. She also noted a relationship with the Pennsylvania Association of Bed and Breakfast Inns.

Mr. O'Loughlin discussed the new PennsylvaniaWine.com website and the new summer portal. He reported the site was averaging approximately 2,000 views per day, which is up significantly

from 2015-2016. There was further discussion regarding the upcoming Somm Judgement 2020 and Camp Pennawine events.

Ms. Eckinger noted the initial release of the Economic Impact Study will be distributed at the annual conference as quite a few winery representatives will be in attendance. She indicated there would be a link on the website where the study can be downloaded. There was further discussion.

## **ROUND 5 UPDATE**

Chair Mazza noted a number of proposals and presentations late last year. A series of recommendations were provided. In January, the proposals were rescinded in order to update the contractual terms. He questioned whether prior scoring and presentations could be utilized in order to get back on the timeline.

Elizabeth Brassell, Director of Communications, PLCB, noted, as far as getting back on track, PLCB's priority was getting solicitations out and considering recommendations. She indicated that moving forward the timeframes would be established, and research and marketing projects getting started in January would have timeframes of 12 months from January, 18 months from January, and then 15 months for an extension for the 12-month grant and 21 months for the 18-month grant.

Ms. Brassell explained that moving forward, the funds available July 1 of 2020 would start January of 2021. Recommendations would need to be written for funds available the following year, and that would start in January of 2022. She noted the PLCB desired the administration of grants on an annual basis to tell which round was which year's funding and what extensions were part of the funding.

A board member commented that changing the funding cycle to a calendar year basis "really disrupts the whole academia portion of the research." Ms. Brassell offered an additional explanation of the grant cycle. Chair Mazza suggested an opportunity for further discussion regarding the matter. Mr. O'Loughlin noted that the PWA would be sending an updated, more visual version of the 2018 Economic Impact Report to share with the Appropriations Committee. It was noted that "red tape" and moving paperwork between the different agencies had been a problem in the past and should be further discussed. Ms. Brassell explained that was the purpose of the prospective timeline.

## **FUTURE GRANT TIMELINE**

Board members were asked to review the flow chart enclosed in their packets.

Kelly O'Donnell, Director of Transformation, PA Department of Agriculture, referred members to a map for further discussion of the grant step-by-step process from solicitation to the end of the process. Board members had questions and comments. Ms. Brassell noted some invoicing

concerns and financial accountability. There was discussion regarding access to the SharePoint site or placing information in a folder that could be accessed.

## **NEW BUSINESS**

Mr. Williams suggested that someone be hired to assemble information for reports, and that person should be someone empowered to have discussions with PLCB and the PDA. There was further discussion regarding the matter.

Ms. Brassell noted regular representations by herself and the PLCB, and both were invited to attend the upcoming research symposium, which would be held in May.

### **RESOLUTION 2020.06 APPROVAL TO ESTABLISH COMMITTEE**

Presented by: Jamie Williams

Seconded by: Lela Reichart

Passed: Unanimously

To establish a committee with Jamie Williams to explore a recommendation for hiring an individual to help manage reporting.

### **RESOLUTION 2020.07 APPROVAL OF AMENDED MOTION TO ESTABLISH COMMITTEE**

Presented by: Jamie Williams

Seconded by: John Landis, Chris Dietz

Passed: Unanimously

To establish a committee to hire an in-person, decide the salary to be paid and provide a job description and hours of employment.

## **PWMRP SIGN**

Chair Mazza noted it was suggested that ACMA funding be used for the display of four Pennsylvania Wine Marketing Research Program signs in the conference rooms at the Pennsylvania Department of Agriculture. There was further discussion regarding the matter.

Elizabeth Brassell exited the meeting at 12:10 p.m.

### **RESOLUTION 2020.08 APPROVAL OF A SIGN**

Presented by: Robert Mazza

Seconded by: Karl Zimmerman

Passed: Unanimously

To approve the installation of four signs to be hung in the conference rooms at the Pennsylvania Department of Agriculture.

There was further discussion regarding grant money coming from the PLCB mandated per Act 39. A previous report with attached edits was referred to for further discussion. PLCB emails to grantees regarding invoices were discussed.

John Howard, Esquire, exited the meeting at 12:40 p.m.

#### **BOARD MEMBER TERMS-EXPIRE 6/30/2020**

John Skrip, John Landis, Charles Zaleski, Karl Zimmerman, Chris Dietz, Robert Mazza, Lela Reichart, and Jamie Williams. There was discussion concerning the Board legislative appointees. Mr. Andrews suggested that a list of those Wine and Beer Board members needing reappointment be compiled and sent to the legislative director. Mr. Dietz requested to be given time to receive a response before moving forward. It was noted that nomination letters for all Boards would be sent the beginning of April.

#### **DISCUSSION ITEMS**

There was discussion regarding the May conference. There was discussion regarding submission of reports to the PLCB.

Mr. Andrews suggested that it needed to be clearly stated in the RFP that grant applicants should highlight objectives in a one-sentence format. Special note of things that would be delayed as well as risks should also be included. A spreadsheet of projects that would need to be closed out and invoiced was also suggested.

#### **ADJOURN**

##### **RESOLUTION 2020.09 ADJOURNMENT**

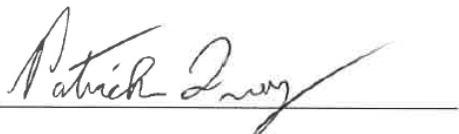
Presented by: Jamie Williams

Seconded by: Chris Dietz

Passed: Unanimously

There being no further business, the meeting was adjourned at 1:12 p.m.

Patrick Troy

A handwritten signature in cursive script, reading "Patrick Troy", is written over a horizontal line.

February 18, 2020