

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
MS TEAMS VIRTUAL BOARD MEETING
Minutes of the April 12, 2022 Board Meeting

Public notice of the April 12, 2022 Pennsylvania Wine Marketing and Research Program Board Meeting was given as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the virtual meeting to order at 10:07 a.m. Board members in attendance included Karl Zimmerman, Vice Chairman; David Hoffman; Jake Gruver; Jamie Williams; Chris Dietz; Carley Razzi; and Elwin Stewart.

John Skrip, III and John Landis, Secretary/Treasurer, were present in person. Robert Mazza and Elwin Stewart were not present.

Also present were Patrick Andrews, Chief of Marketing Development, PDA; Beth Williams, Board Project/Program Coordinator; Holly Zarefoss, Clerk 2, Bureau of Market Development; and Adam Morris, Esquire, Chief Counsel.

Also in attendance were Lindsay Young, McKonly and Asbury CPAs; Virginia Mitchell, PWA

APPROVAL MEETING MINUTES

RESOLUTION 2022.07-APPROVAL OF MINUTES

Presented by: Dave Hoffman

Seconded by: Jake Gruver

Passed: Unanimously

To approve the Meeting Minutes of February 15, 2022, March 1, 2022 and March 28, 2022.

ACCOUNTING UPDATE

Lindsay Young, McKonly and Asbury CPAs, referred to the Budget vs. Actual Reports through March 31, 2022.

John Landis, Board Secretary-Treasurer, commented that the Board was "pretty much on budget" and noted a topic of conversation at the last meeting was how to dispose of the \$1 million, which included investment and/or creating grants for students.

Ms. Young noted that Counsel had reached out to her for clarity on what had been the process previously with regard to investment and Ms. Young stated she made that information available to him.

RESOLUTION 2022.08-APPROVAL OF ACCOUNTING UPDATE

Presented by: Jake Gruver

Seconded by: Dave Hoffman

Passed: Unanimously

To approve the Accounting Update as presented by Ms. Young.

Mr. Andrews announced that Holly Zarefoss has been promoted to administrative assistant for his division and will be the person working directly with the Board going forward.

ASSESSMENT REPORT

Holly Zarefoss, Clerk 2, referred members to the Wine Assessment Report and Collections. She noted that the 2018/2019 has remained the same since last report with just a little more for 2020, nearly \$272,200. Ms. Zarefoss noted that \$252,400 has been collected for the 2021 marketing season and just over \$12,000 has been collected for the 2022 marketing season. Work continues on the 2018 delinquents, and the 2019 audit letters are ready to go as soon as letter formatting issues are resolved.

Mr. Andrews commented that errors contained in data received for the 2019 audit has been reviewed by the PLCB a second time but is still not correct. He requested that in addition to labeling gallons, that there be a paragraph instructing the winery owner to use gallons in everything that is reported. Mr. Andrews will place instructions in the letter regarding the actual winery renewal process.

Mr. Andrews noted the online payment system is scheduled to start at the end of summer.

Ms. Zarefoss commented that she is excited for the opportunity to work with the Board.

RESOLUTION 2022.09-APPROVAL OF ASSESSMENT REPORT

Presented by: Jamie Williams

Seconded by: John Skrip, III

Passed: Unanimously

To approve the Wine Assessment Report as presented.

PRESENTATION

Virginia Mitchell, Grant Administrator, PWA, presented before the Board for discussion of the PWA's newly elected executive board and the three members filling the seats on that board. She noted a number of industry updates were reported at PWA's recent annual business meeting. New members elected to the Board included Richard Blair, Setter Ridge Vineyard, who was voted back for a second term; Andrew Yingst, Grace Winery, and Richard Woolley of Weathered Vineyards, both serving first terms.

Ms. Mitchell stated Larry Shrawder was voted President; Jan Waltz, Waltz Vineyard, Vice President; Richard Woolley, Weathered Vineyards, Treasurer; Erin Troxell; Galen Glen, Secretary; and Richard Blair, Marketing Chair. Ms. Mitchell will be PWA's representative to the Board.

SCORING OF CONCEPT PAPERS

Chairman Mazza noted updates to the RFP format, which included additional information for research projects by way of some citations of relevant research articles, and with regard to marketing, performance metrics and examples of comparable work or prior work for reference. It was noted that almost half of the proposals missed some aspect of these new requirements but that missing is not an automatic denial or elimination but that the Board has the ability to reject those that do not follow format. Beth Williams, Project and Program Coordinator, was invited to provide feedback on the projects. Members were emailed additional information after, which there was further discussion regarding the proposals.

RESOLUTION 2022.10-APPROVAL OF PROPOSALS

Presented by: Carley Razzi

Seconded by: Jake Gruver.

Passed: Unanimously

To approve invitation of a full proposal for the first 15 proposals, which scored 70 and above.

Members had additional discussion with regard to the proposals and provided extensive feedback. Examples from the PBS Wine First series would be sent for review.

NEW BUSINESS

Adam Morris, Esquire, Chief Counsel, had discussion regarding potentially investing some of the ACMA funds in a market account that would earn a higher interest rate than currently, which is approximately a tenth of a percent, and commented that at the close of the last calendar month, there was \$631,974 in a money market account. Attorney Morris was awaiting a response from the Chief Counsel from the Office of the Budget regarding the matter.

ADJOURNMENT

RESOLUTION 2022.11-MOTION TO ADJOURN

Presented by: Jamie Williams

Second by: Carley Razzi

Passed: Unanimously

To adjourn the meeting.

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Virtual Meeting adjourned at 12:20 p.m.

Respectfully Submitted:



Cory Ruda, April 12, 2022