

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
SPECIAL MEETING MINUTES
of the May 2, 2023 Board Meeting

Public notice of the May 2, 2023 Pennsylvania Wine Marketing and Research Program Board Meeting was given as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the special meeting to order at 11:09 a.m. Board members in attendance included Karl Zimmerman, Vice Chair; David Hoffman; Elwin Stewart; Jamie Williams; Jake Gruver; John Landis; Chris Dietz; and John Skrip, III.

Carley Razzi was present via TEAMS; Lela Reichart was not present.

Also in attendance were Beth Williams, Board Project/Program Coordinator; Jenny Groff, Clerical Assistant; and Holly Zarefoss, Administrative Assistant for Commodities.

Present via TEAMS were Patrick Andrews, Chief of Marketing Development, PDA; Ashley Fehr, Director of Agricultural Marketing and Business Development; and Kristen Markley, Organic Initiative Manager, Bureau of Market Development, PDA.

Also present via TEAMS were Scott Neeley, President, PWA; and Virginia Mitchell, PWA; and Abigail Miller, Penn State student specializing in Wine Marketing Research.

Chairman Mazza noted the addition of items for the agenda, including a meeting with the PLCB Executive Group regarding scoring of project proposals and updates regarding the program. He thanked Chris, Jamie, and Beth for joining him at the meeting. An annual meeting with the group was suggested.

BOARD POSITION PAPER

Chairman Mazza referred to the position paper for further discussion. He thanked those who provided input and shared some thoughts. He stated the goal beyond the RFP is to gain information that can be shared and utilized to provide guidance for projects, which sets a good precedence for what projects would be most beneficial to the industry. Board members provided suggestions and comments regarding PWMRP marketing and research goals.

Information was explored regarding the vision and mission statements of the PWMRP to support Pennsylvania wine producer programs and events.

With regard to whether considered a program or a board and how that distinction affects its decision-making process, Mr. Andrews noted a clear way of defining that is that the board votes and the program acts.

There was discussion regarding ways to better facilitate new members and their ability to contribute and be effective.

Chairman Mazza suggested it would be beneficial for members to consider providing feedback regarding whether to include grape growing viticulture components. The group discussed balancing nodding to existing partnerships without being overly traditional in marketing efforts.

In reference to information regarding the second marketing goal on the position paper, Mr. Dietz suggested that the Board continue to work with industry partners, including but not limited to the Pennsylvania Winery Association.

WINE TRAIL PROJECTS

There was discussion regarding allocation of funds to wine trail projects and the selection of wineries to receive funding with a focus on ensuring fairness and simplicity in administration. There was discussion concerning matched funding for PWA members as well as nonmembers.

Information regarding whether funding is being received by PWA from the Ag budget, whether there is a revenue stream other than membership dues and festival income and whether a portion of that is being used to offset would need further clarification. Holly will distribute that information to the Board for review.

Members discussed the proposal that each winery would be eligible for up to \$1,000 with the submission of an application outlining their proposed use of the funds. The group had discussion and agreed that proposals needed to be easy to administer with clear goals in order to succeed.

It was noted that according to the definition in the 2016 order as amended people bringing in grapes to make wine are not subject to ACMA funding because they are not a producer.

A virtual meeting is scheduled for May 30, 2023. The due date for full proposals is June 9, 2023. An in-person meeting is scheduled for July 11, 2023.

ADJOURNMENT

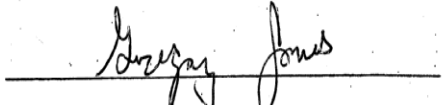
RESOLUTION 2023.15-MOTION TO ADJOURN

Presented by: Jamie Williams

Seconded by: Jake Gruver

Passed: Unanimously

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Virtual Meeting adjourned at 12:49 p.m.

A handwritten signature in black ink, appearing to read "Gregory Jones", is written over a solid horizontal line.

Gregory S. Jones

May 2, 2023