

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
MS TEAMS VIRTUAL BOARD MEETING
Minutes of the May 30, 2023 Board Meeting

Public notice of the May 30, 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 meeting to order at 10:08 a.m. Board members in attendance included Karl Zimmerman, Vice Chair; Carley Razzi, Treasurer; David Hoffman; Elwin Stewart; Jake Gruver; John Landis.

Elwin Stewart was not present at the commencement of the meeting. John Skrip, III, Jamie Williams, Chris Dietz, and Lela Reichart were absent.

Also in attendance were Lindsay Young, McKonly and Asbury CPAs; Patrick Andrews, Chief of Marketing Development, PDA; Beth Williams, Board Project/Program Coordinator; Jenny Groff, Clerical Assistant; Holly Zarefoss, Administrative Assistant for Commodities.; and Ashley Fehr, Director of Agricultural Marketing and Business Development.

Also present was Virginia Mitchell, PWA.

APPROVAL OF MEETING MINUTES

RESOLUTION 2023.16-MEETING MINUTES

Presented by: Karl Zimmerman

Seconded by: David Hoffman

Passed: Unanimously

To approve the Minutes of the April 4, 2023 and May 2, 2022 meetings.

FINANCIAL REPORTS

Lindsay Young, McKonly and Asbury, CPAs, referred members for further discussion to information on the A/P Aging Summary, in particular the older Penn State account, which Mr. Andrews will follow up on. Year to Date Actual Revenue and Expenditures and Budget to Actual information were also reviewed.

RESOLUTION 2023.17-APPROVAL OF FINANCIAL REPORT

Presented by: John Landis

Seconded by: Carley Razzi

Passed: Unanimously

To approve the Financial Report as presented.

ASSESSMENT REPORT

Jenny Groff, Clerical Assistant, reported no change in the 2019 income of \$307,941.23 and 2020 income of \$300,499.55. She reported that 2021 increased to \$270,878.93; and 2022 increased to \$233,721.44. Collected for 2023 as of May 23, 2023 was \$35,355.13. Letters were sent for the 2019 and 2020 audit payments, and monies have been coming in.

RESOLUTION 2023.18-APPROVAL OF ASSESSMENT REPORT

Presented by: Jake Gruver

Seconded by: David Hoffman

Passed: Unanimously

To approve the Assessment Report as presented.

Mr. Landis indicated that information was sent to Ms. Young regarding investment of funds approved by the Wine Marketing Board and would be providing a report regarding the matter.

PWA ACTIVITY UPDATE

Virginia Mitchell, PWA, provided marketing updates on PWA's marketing efforts including the successful Sommelier Judgement event held in Kennett Square. She also reported the launch of the digital guide Perfect Pairings Wine and Cheese event. Ms. Mitchell reported upcoming industry events include the Seven Springs Wine Festival in August, Longwood Gardens Wine Festival in September and the Liberty Mountain Wine Festival in October.

Ms. Mitchell reported the first Wine Time video was produced and published by PA Media Group on YouTube with an article to be published on PennLive.com in June. The UnCork PA Podcast has 12 episodes for 2023 including a "Masterclass" of the southeastern PA region.

PA Wines continues to post regularly on social media regarding PA wineries and PA wines and general information about winemaking and grape growing.

SUBCOMMITTEE UPDATES

Marketing

Beth Williams, Board Project/Program Coordinator, reported work continues to finalize the position paper.

Research

No updates.

Institutional Relations

Chair Mazza reported that some Penn State researchers have worked actively to collaborate with researchers at the University of Adelaide and the Australian Wine Research Institute and that Adelaide has expressed an interest regarding a reciprocal arrangement with Penn State concerning winemaking and wine marketing programs.

Finance

John Landis noted updates would be provided.

Industry Relations

Beth Williams noted her main goal is to build E-communication with the producers and anticipates the development of an E-newsletter which would be sent quarterly. She is currently in the process of updating the email list.

Ms. Williams noted working with the Web Department at Agriculture which she stated has been very helpful and responsive to her needs. She hopes to have final research reports available on the Board's web page and did state that currently all Round Three projects are on the web page.

Ms. Williams reported that Round Three report was delivered to legislative leaders before the meeting on May 2, 2023. Hard copies of that report will be available at the July meeting.

She has begun preliminary planning for the 2024 Conference. All final reports for Round Four have been received.

SOFTWARE BUILD UPDATE

Patrick Andrews, Chief of Marketing Development, reported the Commonwealth will be changing payment systems to CommerceHub but would still be attached to Gateway. An implementation date is scheduled for January 1, 2024. Further instructions on use of the system would be forthcoming.

Elwin Stewart entered the meeting at 10:33 a.m.

BOARD POSITION PAPER

Chair Mazza noted a productive discussion regarding the Board Position Paper and referred members to revision information in their packets with and without track changes for further discussion. Due to several members being absent, it was suggested that discussion of the Position Paper be tabled until the next meeting.

GRANT SCORING METRICS

Chair Mazza noted five categories each worth 20 points to rank projects. Mr. Andrews asked Board members to consider whether the weight of the scores is totally even across the board and whether there should be adjustments. There was discussion about evaluating project need statements based on industry needs as opposed to specific project goals.

Ms. Razz raised the question about refining the scoring process in evaluation scores for proposals.

NEW BUSINESS

Chair Mazza requested an update from Mr. Andrews regarding the RFP for an impact study. He noted there have been no submissions yet but would review the matter and email Board members.

Responses to the research survey sent out to producers are due by July 3, 2023. Results would be discussed at the next meeting.

ADJOURNMENT

RESOLUTION 2023.19-MOTION TO ADJOURN

Presented by: Carley Razzi

Seconded by: Board member

Passed: Unanimously

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Virtual Meeting adjourned at 10:57 a.m.

The next meeting is scheduled for July 11, 2023 in person.

Submitted by:



Amy Ronin

May 30, 2023