

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
MS TEAMS VIRTUAL BOARD MEETING
Minutes of the August 30, 2022 Board Meeting

Public notice of the August 30, 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 10:05 a.m. Board members in attendance included John Landis; Elwin Stewart; Carley Razzi; and Jamie Williams.

David Hoffman and Karl Zimmerman, Vice Chairman, were not present at the commencement of the meeting.

Lela Reichart, John Skrip II, Jake Gruver, Chris Dietz, and Robert Mazza were not present.

Also present were Patrick Andrews, Chief of Marketing Development, PDA; Beth Williams, Board Project/Program Coordinator; and Holly Zarefoss, Administrative Assistant for Commodities.

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

MEETING MINUTES

Holly Zarefoss, Administrative Assistant for Commodities, noted that she put together the minutes from the July 25, 2022 meeting but inquired if anyone remembered who presented and seconded the motion to Resolution 2022.21, approval of the project through ACMA funds discussed at that meeting.

Chairman Mazza indicated that since there was no quorum, the Minutes from that meeting could not be approved but would be discussed further and approved at the next meeting.

ACCOUNTING UPDATE

Lindsay Young, McKonly and Asbury CPAs, referred Board members to the Fiscal Year Report July 1 of 2021 through June 30, 2022, Balance Sheet for June 30, 2022, Annual Summary for the Fiscal Year, the budget for the viticulture educator, and a Budget and Loss comparison for further discussion.

ASSESSMENTS REPORT

Ms. Zarefoss referred Board members to the Assessment Report for further discussion of collections for 2018 through 2022. Reminder letters would be sent out.

David Hoffman entered the meeting at 10:18 a.m. A quorum was noted to be present.

ASSESSMENTS REPORT (CONT.)

Chairman Mazza noted he had discussed a change in the timeline with regard to license renewal and stated Liz and the PLCB are exploring options.

RESOLUTION 2022.22-APPROVAL OF ASSESSMENTS REPORT

Presented by: David Hoffman

Seconded by: Carley Razzi

Passed: Unanimously

To approve the Wine Assessments Report as presented.

APPROVAL OF MEETING MINUTES

RESOLUTION 2022.23-APPROVAL OF MEETING MINUTES

Presented by: David Hoffman

Seconded by: Elwin Stewart

Passed: Unanimously

To approve the Meeting Minutes of July 12, 2022 and July 25, 2022.

RESOLUTION 2022.24-APPROVAL OF ACCOUNTING UPDATE

Presented by: Jamie Williams

Seconded by: Carley Razzi

Passed: Unanimously

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

PWA UPDATES

Virginia Mitchell, PWA Grant Administrator, and Abigail, presented before the Board for discussion of the PWA's updates from January to August 2022. Ms. Mitchell noted that PWA continues to increase marketing efforts, including sponsored social media campaigns, producing podcast areas and high quality vineyard experience videos. She stated Missy Wilson, podcast host, has been interviewing various grape growers, and the mobile app developers have been inputting all 400-plus wineries into the app. PWA continues to focus on Wineries of the Week campaign and experimenting with videos on TikTok.

Ms. Mitchell indicated that 30 wineries participated in 2022 at the Seven Springs Wine Festival and free educational seminars were hosted. She noted that three wine trails submitted applications for the marketing campaign. She indicated the 2022 PA Sommelier Judgement Day will be returning on Monday, September 19, 2022 in the Greater Philadelphia area and encouraged wineries to enter wines this week to be considered for judgement.

Karl Zimmerman entered the meeting at 10:30 a.m.

NEW BUSINESS

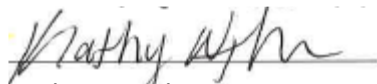
John Landis and several members discussed investing funds and contributing to the operation, and based on information received from DEA, certain kinds of activities can be invested in, including CDs and bonds. He proposed setting aside \$100,000 and hiring a financial advisor to invest these funds. Further information regarding the matter will be circulated to all Board members for review. There was further discussion regarding the matter. A solicited proposal would be obtained, reviewed and acted on appropriately. Further information from Counsel regarding the matter would be shared with members.

Ms. Williams noted the Wine and Grape Industry Conference is scheduled for March 1 and 2, 2023 at the Penn Stater in State College. The EWE Conference is scheduled for mid-March 2023. There was further discussion regarding the conference.

The next meeting is scheduled for Tuesday, November 15, 2022.

ADJOURNMENT

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Virtual Meeting adjourned at 10:43 a.m.



Kathryn Witherow

August 30, 2022