

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
VIRTUAL BOARD MEETING
Minutes of the August 31, 2021 Board Meeting**

Public notice of the August 31, 2021 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 10:10 a.m. Board members in attendance included Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; Robert Mazza; David Hoffman; Chris Dietz; Carley Razzi; and Elwin Stewart.

Jake Gruver, John Skrip III, Lela Reichart, and Jamie Williams were not present.

Also present were Patrick Andrews, Chief of Marketing Development, PDA; Char Riley, Liaison PDA and ACMA Boards; Beth Williams, Board Project/Program Coordinator; Laura England, Director, Bureau of Market Development, PDA; Holly Zarefoss, Clerk 2, Bureau of Market Development; and Adam Morris, Esquire, Assistant Chief Counsel.

Sherri Voxakis, McKonly and Asbury CPAs; Trish Brown, Treasurer, PWA; Cara Laudenslager, Executive Director, Agriculture and Rural Affairs Committee at PA Senate were also in attendance.

APPROVE MEETING MINUTES

RESOLUTION 2021.32-APPROVAL OF MINUTES

Presented by: Karl Zimmerman

Seconded by: David Hoffman

Passed: Unanimously

To approve the Meeting Minutes of July 27, 2021.

ACCOUNTING UPDATE

Sherri Voxakis, McKonly and Asbury CPAs, Holly Zarefoss, Clerk 2, Bureau of Market Development referred members to the Balance Sheet and the Profit and Loss Statement as of July 31, 2021. The Budget vs. Actual for the period ending July 31, 2021 was also reviewed.

RESOLUTION 2021.33-APPROVAL OF ACCOUNTING UPDATE

Presented by: John Landis

Seconded by: David Hoffman

Passed: Unanimously

To approve the Accounting Update as of July 31, 2021

ASSESSMENT REPORT

Holly Zarefoss, Clerk 2, referred members to the Wine Assessment Reports as of July 31, 2021 and May 31, 2021 for further discussion of collections for the 2018 through 2021 marketing seasons.

RESOLUTION 2021.34-APPROVAL OF ASSESSMENT REPORTS

Presented by: Chris Dietz

Seconded by: Karl Zimmerman

Passed: Unanimously

To approve the Wine Assessment Reports as of July 31, 2021 and May 31, 2021

POSSIBLE ACMA FUNDS

Chairman Mazza suggested discussion with regard to some projects that had scored well enough to be considered for possible ACMA funding. It was noted that most members had not had a chance to review the projects, so the matter was tabled until the November meeting.

RESOLUTION 2021.35-TABLE DISCUSSION OF PROPOSALS

Presented by: David Hoffman

Seconded by: Elwin Stewart

Passed: Unanimously

To table discussion of the four proposals considered for ACMA funding until the November meeting.

NEW BUSINESS/PWA UPDATE

Chairman Mazza noted that attached to the packet is the PWA update with regard to some current marketing activities.

Chairman Mazza indicated that Molly Kelly reached out to the Board regarding workforce development and partnering with VESTA and the Department of Labor and Industry. He stated, after further investigation, he, Mr. Andrews, and Mr. Howard concurred that it was not really the area that the Wine Marketing and Research Board should be working in and suggested that Ms. Kelly encourage the PWA to offer support.

Mr. Dietz inquired about an email received regarding eligibility for the wine trail grant dollars. Mr. Andrews had followed up with Dan Brown, Berks County Wine Trail, and updated the Board regarding the matter. He stated Mr. Brown may present in person at the November meeting.

Robert Mazza stated no decision will be made at this meeting regarding this matter and suggested that Wine Trail representatives give a presentation before the Wine Marketing and Research Board after which the PWA can respond.

Trish Brown, PWA, noted that Virginia Mitchell was chairing the Wine Trail Committee and can provide additional information. She did state that PWA had been in contact with Berks County Wine Trail and had not received a final report. She will ask Ms. Mitchell to email an update to the Board regarding the matter.

ADJOURNMENT

RESOLUTION 2021.36-MOTION TO ADJOURN

Presented by: David Hoffman

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 10:37 a.m.



Kelly Gallick

August 31, 2021