

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM**  
**VIRTUAL BOARD MEETING**  
**Minutes of the November 16, 2021 Board Meeting**

Public notice of the November 16, 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 10:05 a.m. Board members in attendance included Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; Jake Gruver; Robert Mazza; David Hoffman; Jamie Williams; Chris Dietz; Carley Razzi; Elwin Stewart; and John Skrip, III.

Lela Reichart was 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; Holly Zarefoss, Clerk 2, Bureau of Market Development; and Adam Morris, Esquire, Chief Counsel.

Also in attendance were Elizabeth Brassell, Director of Communications, PLCB; Trish Brown, Treasurer, PWA; Dr. Cain Hickey, Penn State University; Daniel Brown, Treasurer, Berks County Wine Trail; Sara Gligora, Special Assistant for Workforce Development; Dr. Misha Kwasniewski, Penn State University; Dr. Molly Kelly, Penn State University; Phillip Stober, Division Chief for Economic Development; and Eryn Spangler, Deputy Director of Legislative Affairs

Chair Mazza reminded members to submit their ballots.

**APPROVAL MEETING MINUTES**

**RESOLUTION 2021.37-APPROVAL OF MINUTES**

Presented by: Chris Dietz

Seconded by: John Skrip, III

Passed: Unanimously

Upon Mr. Stewart's request to amend Ms. Kelly's title to Dr. Kelly, the Minutes of August 31, 2021 were approved.

**ACCOUNTING UPDATE**

John Landis, Secretary/Treasurer, referred members to the Budget vs. Actual for the period ending September 30, 2021, Balance Sheet as of September 30, 2021, year-to-year comparison and Transaction Detail by Account July 2021 through October 2021 for members to review.

**RESOLUTION 2021.38-APPROVAL OF ACCOUNTING UPDATE**

Presented by: Jake Gruver

Seconded by: John Skrip, III

Passed: Unanimously

To approve the Accounting Update as presented.

**ASSESSMENT REPORT**

Holly Zarefoss, Clerk 2, referred members to the Wine Assessment Report and collections. She noted that 23 wineries still owe for 2018. Mr. Andrews commented that errors are contained in data received from the PLCB for the 2019 audit and provided further explanation.

**RESOLUTION 2021.39-APPROVAL OF ASSESSMENT REPORT**

Presented by: Karl Zimmerman

Seconded by: Elwin Stewart

Passed: Unanimously

To approve the Wine Assessment Report as presented.

**AUP REPORT REVIEW**

Mr. Andrews referred members to the Agreed Upon Procedures dated June 30, 2021 for further review. He noted no problems and found the report to be in order. Mr. Andrews commented that at the same time this report was being generated an audit was being done by the Commonwealth, Office of Budget, Bureau of Audits, which came back with no recommendations.

**RESOLUTION 2021.40-APPROVAL OF AUP REPORT REVIEW**

Presented by: Jake Gruver

Seconded by: John Skrip, III

Passed: Unanimously

To approve the AUP Report Review as presented.

**WORKFORCE DEVELOPMENT: SARA GLIGORA**

Chairman Mazza stated, in a prior meeting, there had been discussion regarding whether or not the Board could be an appropriate agency for workforce development. Sara Gligora, Special Assistant for Workforce Development, appeared before the Board to discuss workforce development. Dr. Molly Kelly was also present regarding the matter.

Dr. Kelly explained there was discussion trying to figure out ways to increase the workforce development for the wine industry and maybe get individual industry members involved to move this forward.

Ms. Gligora provided a brief history of her professional background. She referred members to a fact sheet of key components regarding how apprenticeship and pre-apprenticeship programs can help. She provided a link to the website which would help answer any questions for those interested in apprenticeship.

Chris Dietz exited the meeting at 10:29 a.m.

Ms. Gligora indicated there are seven registered apprenticeship programs and two registered pre-apprenticeship programs within Agriculture that can provide ideas on how to structure an apprenticeship program.

Ms. Gligora stated the Board was asked to explore the possibility of apprenticeship and that she and her staff were available to offer assistance. She noted this week was National Apprenticeship Week and that Secretary Redding would be traveling across the state visiting the different apprenticeship programs and speaking with apprentices.

Phillip Stober, Division Chief for Economic Development, Bureau of Market Development Director, entered the meeting at 10:45 a.m.

Board members had questions regarding the apprenticeship program.

Trish Brown commented that PWA was exploring this option but was not on the committee and could not provide specific details but would subsequently provide further information.

Sara Gligora exited the meeting at 10:50 a.m.

### **BETH WILLIAMS CONTRACT 2022**

Chairman Mazza commented that Beth Williams has done "a wonderful job" as project and program coordinator. He asked the Board to renew her contract for 2022.

#### **RESOLUTION 2021.41-APPROVAL OF CONTRACT FOR BETH WILLIAMS**

Presented by: Jamie Williams

Seconded by: Robert Mazza

Passed: Unanimously

To renew the contract with Beth Williams for 2022.

## **BERKS COUNTY WINE TRAIL**

Daniel Brown, Berks County Wine Trail, was present for discussion of his letter requesting equal access to state grant funds without conditional membership in the Pennsylvania Winery Association (PWA).

Mr. Andrews summarized the letter by stating the wine trail was struggling with some contractual issues and that Mr. Brown wasn't sure about the future of his trail being able to be in compliance with the membership requirement with PWA. He noted further that some of those wineries have allowed membership to lapse, that if they paid into the program they should have access to those grants. Mr. Andrews asked that members review the letter.

Chairman Mazza stated other organizations were funded through collaboration with the Pennsylvania Winery Association in various rounds.

Mr. Brown commented that Berks County would like the ability to compete for the funding and would like the opportunity to submit a proposal to the Board. There was further discussion regarding the matter.

Chairman Mazza noted the application and when the application is published is open for any appropriate organization to apply. Mr. Andrews stated the next RFP would be published in the Pennsylvania Bulletin in January.

## **BRIAN HED, BUDGET CARRYOVER REQUEST**

Members were referred to a letter from Brian Hed, Lake Erie Grape Research and Extension Center, who is requesting a budget revision/carry-over, and an attached revised budget for consideration.

### **RESOLUTION 2021.42-APPROVAL OF REQUEST**

Presented by: David Hoffman

Seconded by: Jake Gruver

Passed: Unanimously

To approve the budget carryover request for Brian Hed.

## **FARM VITALITY GRANT PROGRAM**

Laura England introduced Phil Stober, Division Chief for Economic Development and Director, Agriculture Business Development Center, who provided further information regarding the Farm Vitality Grant Program.

Members were referred to information regarding the program and how the program would help fund professional services for those planning for the future of a farm, how it would

enhance the long-term vitality of Pennsylvania's farms through sound business planning, efficient transitions of farm ownership, strategic farm expansion and diversification of agricultural production.

Phillip Stober, Division Chief for Economic Development and Director, Agriculture Business Development Center, exited the meeting at 11:20 a.m.

### **POSSIBLE ACMA FUNDS**

Chairman Mazza initiated discussion of some projects that were not funded in the most recent round of recommendations and approvals of Act 39 funds. He inquired if the Board wanted to consider further discussion at this time, table further or hold off to a future round. Ms. Riley noted the proposals were attached to the meeting packet. Mr. Andrews displayed on the screen all the scores from the original session. The four proposals included one from Dr. Mengjun Hu, University of Maryland and those of Dr. Joshua Lambert, Dr. Cain Hickey and Dr. Misha Kwasniewski from Penn State University.

Mr. Stewart commented they have merit and that all four should be considered for further discussion.

Mr. Gruver made a motion to reconsider the four proposals for funding which was misinterpreted as a motion to fund. He withdrew the motion.

Mr. Landis commented that this represents about one-third of the total budget and there should be further discussion regarding the matter.

Chairman Mazza noted annual assessments have increased to over a quarter of a million dollars that in part is due to the amendment passed years ago going from 15 cents to 20 cents per gallon. He stated, currently, there were no outstanding ACMA obligations. Mr. Landis signed invoices in October that are not reflected on the current balance sheet. Members discussed the matter further.

Karl Zimmerman exited the meeting at 11:30 a.m.

Adam Morris, Esquire, researched whether the Board has the authority to create an annuity to fund programs, including scholarship programs, and found nothing explicit in the statute. He will investigate the matter further.

Mr. Hoffman suggested that the Board step back and consider what to do from a global standpoint and not just look at these four projects at this time, but reconsider them if it was part of an overall plan.

Mr. Stewart suggested a "deep dive" across the Board with regard to purpose, procedures and objective.

Chairman Mazza noted the Board's willingness to table the four proposals again pending additional information. He commented it would be a courtesy on the Board's part to reach out and express interest in the proposals and to share where the Board is at with the program and why it was not intentionally stringing them along. Mr. Andrews was requested to reach out and encourage the applicants to resubmit the projects for the next funding round published in January. This matter will be revisited at the February 2022 meeting.

### **MEETING DATES 2022/C AND J CATERING SERVICE**

The following are the 2022 meeting dates:

February 15, Room 309; April 12, Room 309; July 12, Room 202; August 30, Room 309; and November 15, Room 202.

Members discussed whether or not the meetings would be conducted virtually and whether lunch would be catered. Ms. Riley noted that if the meetings are held virtually, all would be held in room 310. Mr. Andrews clarified that in-person meetings were approved, employees and contractors are required to wear masks, and visitors are recommended to wear masks, along with everyone social distancing.

Chairman Mazza suggested the August 30, 2022 meeting be kept as virtual as it would be held right before harvest.

It was suggested that the February 15 and November 15 meetings be virtual, the April 12 and July 12 meetings in person. A special meeting either March 1 or 8 would be scheduled solely for discussion of proposals. Ms. Riley will provide further information regarding that meeting date.

Robert Mazza exited the meeting at 12:00 p.m.

### **PWA UPDATE**

Trish Brown, PWA, referred members to the PA Wine Land Post for further discussion of statistics and information regarding Camp Penna Wine after which those in attendance all walked away with positive marketing tools to use to move Pennsylvania Wines forward. She further stated wineries attended in person and virtually for the hybrid educational session of the event.

### **NEW BUSINESS**

Dr. Cain Hickey, Penn State University, noted that he recently had a conversation with Chairman Mazza, Dr. Kelly, Beth, and Michela regarding another symposium to share findings, research and efforts funded by this program and the potential for doing that in person in early 2022.

Dr. Hickey noted he would like to make it a two-day event, and that funding and a date was what was needed to develop the technical part of this program.

Chairman Mazza suggested \$10,000 as the upper limit. There was discussion regarding the matter.

**RESOLUTION 2021.43-APPROVAL OF SYMPOSIUM**

Presented by: Jamie Williams

Seconded by: Jake Gruver

Passed: Unanimously

To support the symposium and make a certain amount of allowable funding available to then move forward with a venue date and speakers.

Board members were asked to form a committee to work with Dr. Hickey regarding the matter. Jake Gruver and Chairman Mazza offered their assistance.

**UPDATE**

Ms. Riley reminded the Board that Round 2 reports are at the printer and noted she would follow up to see when they would be available.

Ms. Williams indicated the Round 2 report was completed, positive feedback had been received, and PLCB had no major changes. She noted successful visits with key leaders in the General Assembly this past August and September. She will continue to build relationships with the Board and continue to educate herself about the industry.

Mr. Stewart commended and thanked Mr. Andrews for improving the RFPs that have gone out and referred to the proposals coming back as bibliographies which he stated are very helpful. Mr. Andrews had discussion regarding the credit card payment system.

Chairman Mazza reminded all to return their referendum ballots.

**ADJOURNMENT**

**RESOLUTION 2021.44-MOTION TO ADJOURN**

Presented by: Jamie Williams

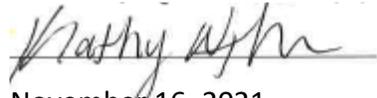
Second by: Elwin Stewart

Passed: Unanimously

To adjourn the meeting.

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Virtual Meeting adjourned at 12:23 p.m.

Kathryn Witherow

A handwritten signature in cursive script, appearing to read "Kathryn Witherow", written over a horizontal line.

November 16, 2021