

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
BOARD MEETING
Minutes of the May 7, 2019 Board Meeting
Pennsylvania Department of Agriculture
Room 405
2301 North Cameron Street
Harrisburg, PA 17110

Public notice of the May 7, 2019 Pennsylvania Wine Marketing and Research Program Board Meeting was given on April 16, 2019 as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:00 a.m. Board members in attendance included Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; Robert Mazza; Elwin L. Stewart; Jamie Williams; Charles Zaleski, Jr.

Board members not in attendance included David Hoffman, Jonathan Patrono, John Skrip, III, Chris Dietz and Lela Reichart.

Also present were Patrick Andrews, Chief, Agriculture Marketing Development Division, Pennsylvania Department of Agriculture; John Howard, Esquire, Acting Chief Counsel; Char Riley, Administrative Assistant, Commodities and Marketing; Kathleen Kelley and Michela Centinari, Penn State University; Molly Kelly, Ph.D., Claudia Schmidt, Ph.D., Samuel Nutile, Ph.D., Adam Simpson, Ph.D., Penn State University; Jennifer Munsch and Jennifer Eckinger, Pennsylvania Wine Association.

APPROVE MEETING MINUTES

Chairman Mazza referred members to the March 12, 2019 Minutes for review.

RESOLUTION 2019.15 APPROVAL OF MINUTES

Presented by: Robert Mazza

Seconded by: Charles Zaleski

Passed: Unanimously

To approve the Minutes of the March 12, 2019 meeting.

ACCOUNTING UPDATE

Presented to Board by Lindsay

RESOLUTION 2019.15 APPROVAL OF FINANCIALS

Presented by: Charles Zaleski

Seconded by: Karl Zimmerman

Passed: Unanimously

To approve the Minutes of the March 12, 2019 meeting.

PROPOSAL UPDATES

Tanya Lamo/Marketing Ed and Prof. Dev for the PA Wine Industry -ACMA Funds

RESOLUTION 2019.15 APPROVAL OF TANYA LAMO REVISED BUDGET

Presented by: Charles Zaleski

Seconded by: Jamie Williams

Passed: Unanimously

To approve the Minutes of the March 12, 2019 meeting.

Late entry of Sargent’s Court Reporting Service, Inc. at 10:40 a.m.

RFP REFINEMENT/FRINGE/INDIRECTS/TUITION/ETC.

Mr. Andrews suggested that as much clarity as possible be given to the PLCB regarding grant funding. There was discussion regarding three items of concern, including the concept paper, moving up the deadline and capping additional costs at ten percent.

Chairman Mazza recapped as follows: Allowing for the work to begin prior to start of fiscal year, no reimbursement before it; capping additional costs at ten percent, tuition not to be included salary for Jamie Williams; concept papers would be due at a time to be determined but utilizing the same process as the Beer Board.

RESOLUTION 2019.16 -PROPOSAL LANGUAGE

Presented by: Jamie Williams

Seconded by: Charles Zaleski, Jr.

Passed: Unanimously

To approve the recap as described by Chairman Mazza.

MICHELA/KATHY-PSU PERSPECTIVE RFP TIME PROCESS

Kathleen Kelley, Associate Professor of Horticultural Marketing and Business management, presented information regarding proposal processes for the Board's consideration.

CLAUDIA SCHMIDT-AG ECONOMICS DISCUSSION

Claudia Schmidt, Ph.D., Agricultural Economist, Penn State University, agricultural economist, presented before the Board to provide economic guidance with regard to the grape and wine industry. Dr. Schmidt noted she researched PA's wine industry and found out that PA consumers preferred white wine. Dr. Schmidt reviewed PA's grape production data, including where grapes are grown, what varieties are grown. She compared PA's program with the one promoted in Ontario which she was previously a part of for nearly ten years. Dr. Schmidt suggested a survey of the location of grape growers be done. She also suggested that an assessment be done with regard to how the industry is doing, what are the issues and what could be addressed with just a little bit of research.

Jennifer Eckinger, Pennsylvania Winery Association, noted an economic impact report is currently ongoing, but stated it would be helpful to be able to identify which varieties are being grown.

Chair Mazza commented the cost share opportunity with PDA is no longer an option. Mr. Andrews will find out and email the Board. There was discussion regarding the different levels of the PA Preferred Program. He stated the new website for Pa Preferred will be posted shortly, followed by an advertising campaign explaining to the public exactly what the PA Preferred Program is.

PWA UPDATES

Jennifer Eckinger, Executive Director, PA Winery Association, updated the Board with regard to the recent 2019 PA Eastern Winery Exposition held at the Lancaster Marriott. She noted plans are underway with regard to next year's event. Dr. Schmidt commented that the March time frame is too early to obtain research data and suggested the event be held in May. Ms. Eckinger will update the Board regarding the matter at the next meeting.

Diagrams and explanations of campaigns and marketing activities of the PA Winery Association were shared with the Board. Board members had questions for Ms. Eckinger.

COMMITTEE UPDATES

None.

NEW BUSINESS

Chairman Mazza noted that the Board is still looking at the opportunity of bringing on somebody part time to assist with administrative duties. Mr. Andrews will provide a copy of the job description. Mr. Williams commented that the viticulturist position should be posted soon.

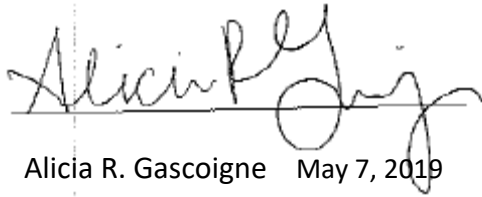
ADJOURN

RESOLUTION 2019.17 ADJOURNMENT

Presented by: Jamie Williams

Seconded by: Karl Zimmerman

There being no further business, the meeting was adjourned at 12:07 p.m.



Alicia R. Gascoigne May 7, 2019