

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM  
BOARD MEETING**

**Minutes of the September 3, 2019 Board Meeting  
Pennsylvania Department of Agriculture  
2301 North Cameron Street  
Harrisburg, PA 17110**

Public notice of the September 3, 2019 Pennsylvania Wine Marketing and Research Program Board Meeting was given on August 25, 2019, as stipulated by the Sunshine Law.

**CALL TO ORDER**

Mario Mazza, Chairman, called the meeting to order at 10:11 a.m. Board members in attendance included Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; Robert Mazza; Elwin L. Stewart; Chris Dietz; Jonathan Patrono; John Skrip, III; and Charles Zaleski, Jr. All Board members attended via telephone.

Board members not in attendance included David Hoffman, Jamie Williams, and Lela Reichart.

Patrick Andrews, Secretary of Agriculture Representative; John Howard, Esquire, Acting Chief Counsel; Char Riley, Administrative Assistant, Commodities and Marketing; Laura England; Lindsay Young, Accounting; and Elizabeth Brassell PLCB were also in attendance.

**MEETING MINUTES**

Ms. Riley will email the July 2, 2019 Minutes to everyone since they were not enclosed with the agenda. Approval of those Minutes was tabled until the next meeting.

**ACCOUNTING UPDATE**

John Landis, Secretary/Treasurer, noted a change with the funding for the hiring of the Viticulture Extension position. He further noted the proposed \$30,000 for a project, not approved in the budget for this year, was withdrawn. It was suggested that the Board may reconsider the matter in the future.

Lindsay Young referred members to the enclosed PA Wine Marketing and Research Program Balance Sheet as of July 31, 2019, the Profit and Loss Sheet for July 2019, and the Wine Assessment Reports as of June 28, 2019, and September 3, 2019, for further discussion. Ms. Young discussed a generic budget assembled for the 2019-2020 Fiscal Year.

Mr. Landis inquired whether Board approval would be necessary to set up rules for investing funds. Ms. Young stated Board approval would be required, and John Landis would be in charge of moving the money around. The Finance Committee would review the matter also, and it would be discussed further in the future. Mr. Mazza had further comments regarding the

spread sheet information. He noted the process to hire for the viticulture position was moving forward. The position is a \$50,000 a year commitment for three years. There was further discussion regarding the matter.

**RESOLUTION 2019.24 APPROVAL OF FINANCIAL REPORT**

Presented by: Chris Dietz

Seconded by: John Skrip, III

Passed: Unanimously.

To approve the Financial Report.

**APPROVE MEETING MINUTES**

**RESOLUTION 2019.25 APPROVAL OF MEETING MINUTES**

Presented by: Robert Mazza

Seconded by: John Landis

Passed: Unanimously

To approve the July 2, 2019 Meeting Minutes

Ms. Young emailed revised correspondence and updated the Board Report with regard to the viticulture expenses.

**RESOLUTION 2019.26 APPROVAL OF WINE ASSESSMENT REPORT**

Presented by: John Landis

Seconded by: Chris Dietz

Passed: Unanimously

To approve the Wine Assessment Report as of September 3, 2019. Chairman Mazza stated, for the 2018 marketing season, \$235,132.86 was collected, and thus far for the 2019 marketing season, \$80,846.41 was collected. Mr. Andrews stated the 2016 Audit was completed, and that \$29,000 was still owed. The 2017 Audit was still in progress.

**PLCB ADDRESSES BOARD**

Elizabeth Brassell, PLCB, presented before the Board to provide an update on grants. She indicated that all of the wine round four grant agreements were recently distributed. She stated the Department of Agriculture and the Wine Board were no longer parties to the agreements. The agreements would be between the PLCB and the grantees, and the grant

periods and contract terms would be clarified. She indicated a meeting would soon be held with Agriculture, PLCB, and Penn State for discussion on the grants.

Karl Zimmerman, Vice Chairman, exited the meeting at 10:44 a.m.

#### **PLCB ADDRESSES BOARD (CONTINUED)**

Another change moving forward was that the PLCB would be taking over all grant administration. Updates would be provided to the Department of Agriculture. There was further discussion regarding grant funding. The Board would stand by for an update from the PLCB moving forward.

#### **REPORTING PROCESS**

Patrick Andrews, Secretary of Agriculture Representative, noted the scores did not include the last grant.

John Howard, Esquire, Acting Chief Counsel, commented that the PLCB exited the meeting at 10:54 a.m.

Mr. Andrews commented that the terms and conditions for the hold harmless clause in the contract were not addressed by Ms. Brassell. He noted that there could be a version for out-of-state schools and a version for instate schools, which would result in three versions of the contract that may exclude Penn State from participating in the grants if not worked out.

Chairman Mazza noted IT issues regarding the sharepoint site. Ms. Riley would contact IT regarding the matter.

Chairman Mazza thanked Chris Dietz and Jamie Williams for their help in drafting the summary document evaluations for each of the round one projects that were completed. He noted a hard copy report on the grants would be provided in person to the legislature and thereafter to the PLCB and Governor's Office.

#### **CONCEPT PAPER REVIEW**

Chairman Mazza stated the Board would be using the model used by the Beer Board to score initial concept papers, and those papers that met a certain threshold would be invited to submit a full proposal.

There was discussion regarding whether or not scores of those not present would be counted, as well as a discussion regarding recusals.

(Whereupon, an off record discussion was held due to a disruption in the telephone connection.)

There was further discussion regarding which concept papers would be considered for full proposal. Mr. Landis suggested that the first 17 projects be invited to submit proposals. Other

members suggested that the top 18 scored projects be invited to submit proposals or that the submissions take into consideration budget constraints and highlight components that might better fit the industry. Robert Mazza commented on the Board establishing a protocol to pare down the number of proposals that the Board would review. Mr. Stewart commented, with regard to the concept paper review, he missed having productivity information and evidence that good research was conducted.

After discussion, Chairman Mazza summarized that the Board would address which submissions would be invited for full proposals with feedback from the Board as part of that invitation, as well as the issue of refining the criteria for the Board to accept concept papers in future rounds. Mr. Mazza would welcome emails from anyone with regard to suggestions on the concept paper. It was suggested that those invited for full proposals be informed that there is limited funding available. Mr. Stewart would supply a list of projects with specific budget inappropriateness to be given direct feedback.

**RESOLUTION 2019.27 APPROVAL OF PROPOSALS FOR FUNDING**

Presented by: Robert Mazza

Seconded by: Elwin Stewart

Passed: Unanimously

A motion to accept average scores of 40 and above to be invited to make a full presentation to the Board.

There was further discussion regarding the proposals.

**NEW BUSINESS**

There will be further discussion regarding acquiring part-time help at a future meeting.

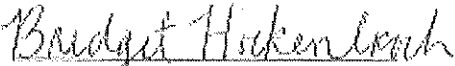
**ADJOURN**

**RESOLUTION 2019.28 ADJOURNMENT**

Presented by: John Landis

Seconded by: Jonathan Patrono

There being no further business, the meeting was adjourned at 11:55 p.m.

  
Bridget Hockenbroch

September 3, 2019