

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
SPECIAL MEETING MINUTES
of the May 23, 2023 Board Meeting

Public notice of the May 23, 2023 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 1:04 p.m. Board members in attendance included Karl Zimmerman, Vice Chair; Carley Razzi, Treasurer; David Hoffman; Elwin Stewart; Jake Gruver; John Landis; Robert Mazza; and John Skrip, III.

Chris Dietz, Jamie Williams, and Lela Reichart were not present.

Also in attendance were Patrick Andrews, Chief of Marketing Development; Beth Williams, Board Project/Program Coordinator; Abigail Miller, PWA; Scott Neely, PWA and King View Mead Wine and Cider; Virginia Mitchell, PWA; Dan Brown, Berks Agricultural Resource Network; Jenny Groff, Clerical Assistant; and Holly Zarefoss, Administrative Assistant for Commodities.

WINE TRAIL PROJECTS

Mario Mazza recapped the issue at hand regarding allocation of funds to wine trail projects and the feedback that will be given to the applicants. He reviewed the options provided in the meeting packet and opened the floor for discussion.

The Board and Scott Neely discussed how wine trails will be funded through PWA's marketing campaign matching project for wineries and wine trails. There was discussion on whether PWA should fund individual wineries or all wineries as a group. The final position taken by the Board is that they would encourage the individual wine trails who applied for Act39 funds to share their proposals with PWA. They would also encourage PWA to wrap these proposals into their grant program, allowing the Board to support these trails through PWA.

RESOLUTION 2023.16-APPROVAL OF WINE TRAIL PROJECT FUNDING STRATEGY

Presented by: Jake Gruver

Seconded by: Karl Zimmerman

Passed: Unanimously

To approve the following plan – The Board will not recommend wine trail projects for funding to the PLCB. They will encourage Act39 wine trail grant project applicants to share their proposals with PWA. The Board will encourage PWA to provide funds to these wine trails as part of their ACMA funded project.

ADJOURNMENT

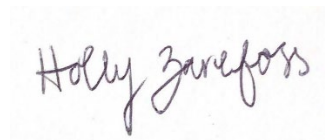
RESOLUTION 2023.17-MOTION TO ADJOURN

Presented by: Jamie Williams

Seconded by: Jake Gruver

Passed: Unanimously

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Virtual Meeting adjourned at 2:01 p.m.

A handwritten signature in cursive script that reads "Holly Zarefoss". The signature is written in dark ink on a light-colored background.

Holly Zarefoss

June 1, 2023