

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM  
MS TEAMS VIRTUAL MEETING MINUTES  
of the August 16, 2023 Board Meeting**

Public notice of the August 16, 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 10:03 a.m. Board members in attendance included Karl Zimmerman, Vice Chair; Carley Razzi, Treasurer; Patrick Andrews, Secretary of Agriculture Representative; Elwin Stewart; Jake Gruver; John Landis; Jamie Williams; Robert Mazza; and Chris Dietz.

David Hoffman, John Skrip III, and Lela Reichart were not present.

Also in attendance were Lindsay Young, McKonly and Asbury CPAs; Beth Williams, Board Project/Program Coordinator; Abigail Miller, PWA; Scott Neely, PWA and King View Mead Wine and Cider; Adam Morris, Esquire; Jenny Groff, Clerical Assistant; and Holly Zarefoss, Administrative Assistant for Commodities.

**APPROVAL OF PROPOSALS FOR RECOMMENDATION**

Mario Mazza referred the Board to the full proposals ranked one through eleven. There was discussion on funding options to ensure the entire \$1,000,000 available for funding was granted.

**RESOLUTION 2023.32-APPROVAL OF PROPOSALS FOR RECOMMENDATION TO THE PLCB**

Presented by: Carley Razzi

Seconded by: Jake Gruver

Passed: Unanimously

To approve the following plan – The Board will recommend projects ranked one through eight, totaling \$955,511. An additional \$44,489 will be added to the recommended funding for PWA’s project, *Regional & National Marketing Strategy for Pennsylvania Wines*, and will be split 50% between budget line items “Paid Advertisements” and “Social Media Advertisements” to bring the total amount the Program will fund to \$1,000,000.

**APPROVE BUDGET**

**RESOLUTION 2023.33-APPROVAL OF PROPOSED BUDGET**

Presented by: Jake Gruver

Seconded by: Jamie Williams

Passed: Unanimously

**ADJOURNMENT**

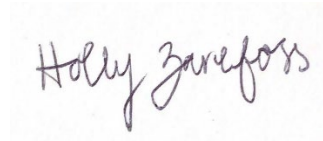
**RESOLUTION 2023.34-MOTION TO ADJOURN**

Presented by: Jamie Williams

Seconded by: Chris Dietz

Passed: Unanimously

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Virtual Meeting adjourned at 10:37 a.m.

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

Holly Zarefoss

August 16, 2023