

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
Minutes of the May 10, 2016 Board Meeting
PA Department of Agriculture, Room 309
Harrisburg, Pennsylvania

Public notice of the May 10, 2016 Pennsylvania Wine Marketing and Research Program Board meeting was given on May 5, 2016, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:24 a.m. Board members in attendance (in addition to Mr. Mazza) included David Hoffman, Bradley Knapp, John Landis, Joanne Levengood, Elwin Stewart and Karl Zimmerman. Also attending was Jennifer Eckinger, Pennsylvania Wine Association; Denise Gardner, Penn State Cooperative Extension; Diane Belles, Accountant for the Program, participated via conference call; Samantha Snyder, Pennsylvania Department of Agriculture; and Jennifer D'Angelo attended and recorded the minutes.

MINUTES

Minutes of the March 15, 2016 meeting were emailed to Board members for their review in advance of the meeting.

RESOLUTION 2016.14 – ACCEPTANCE OF MARCH 15, 2016 MINUTES

Motion by: John Landis
Seconded by: Karl Zimmerman
Passed: Unanimously
To accept the minutes of the March 15, 2016 meeting.

FINANCIALS

Ms. Belles reviewed the prepared financial reports for July 1, 2015 – June 30, 2016. Ms. Belles stated revenue year to date is \$206,062.20, cash carryover from July 1, 2015 is \$234,743.33; expenses are \$240,776.33; cash funds available as of May 4, 2016 is \$200,029.20.

RESOLUTION 2016.15 – ACCEPTANCE OF FINANCIAL REPORT

Motion by: Karl Zimmerman
Seconded by: Elwin Stewart
Passed: Unanimously
To accept the financial reports for July 1, 2015 – June 30, 2016.

PROJECTED BUDGET

Mr. Landis reviewed the projected budget for July 1, 2016 – June 30, 2017.

ASSESSMENT REPORTS

Ms. Snyder reviewed the Summary of Assessment Forms 2016 Year-To-Date. As of May 5, 2016, \$24,636.67 has been collected from Pennsylvania wineries. There were 331 licensed wineries, 188 licensed wineries with no sales assessments reported, 143 producers with sales assessments and the number of producers paid was 101.

Ms. Snyder then reviewed the Assessment Income Analysis by Quarter. In the first quarter of 2015, \$58,893.94 was received; \$51,412.04 was received in the second quarter, \$55,884.00 was received in

the third quarter, and \$54,891.48 for the fourth quarter for a total of \$221,081.46 collected. \$23,877.31 was received in the first quarter of 2016 and \$759.36 was received in the second quarter for a total of \$24,636.67.

A discussion took place regarding the number of licensed wineries (331) listed on the Summary of Assessment Forms report. The department discovered some wineries that are reporting zero to the PLCB and the PWMRP but are indeed selling. A list will be obtained of these particular wineries and the PLCB will be contacted regarding the steps to take for enforcement with this issue. The department's Chief Counsel Brook Duer will be also contacted regarding this enforcement issue.

RESOLUTION 2016.16 – ACCEPTANCE OF ASSESSMENT REPORTS

Motion by: Bradley Knapp

Seconded by: Elwin Stewart

Passed: Unanimously

To accept the assessment reports presented by Ms. Snyder.

DELINQUENTS

Ms. Snyder informed the board that there were approximately 30 delinquent wineries for 2014. Three wineries paid, three wineries paid under a different producer number (these producer numbers were old previous license numbers which IT had to correct in our database system), 10 wineries owe less than \$100 and are listed as non-reports which did not put any figures in the database system. So far there is \$13,165.96 owed for 2014. All delinquent wineries received a non-compliance letter and a response is due within 30 days. A second letter will be sent in approximately two weeks to wineries that have not contacted the department.

RESOLUTION 2016.17 – ACCEPTANCE OF DELINQUENT REPORT

Motion by: John Landis

Seconded by: Karl Zimmerman

Passed: Unanimously

To accept the delinquent report presented by Ms. Snyder.

PWA

Ms. Eckinger reported on PWA activities:

- Legislative
- Annual Conference/WMRB Summit
- Festivals
- Marketing
 - Next committee meeting is today after the PWMRP board meeting
 - PA WineLand Update
- PR Efforts
- Social Media

SUBCOMMITTEE UPDATES

Marketing – Updates were provided by Ms. Eckinger

Research – Mr. Knapp stated that he prepared a letter to researchers who submitted a proposal to the Program back in February. A letter will be sent to all researchers whether their project was accepted or denied.

2016 PROGRAM REVIEW REFERENDUM

The upcoming review referendum of the program was discussed. The voting period will take place November 14 – 28.

PWMRP SYMPOSIUM

Ms. Gardner discussed the symposium and informed the board members of the positive comments received.

BOARD MEMBER TERMS

Mr. Mazza informed the board that Mr. Douglas Moorhead will not be seeking another board term. Board members discussed ordering a plaque for Mr. Moorhead’s years of service. The Department will take care of ordering the plaque and will then invoice the Program.

NEXT BOARD MEETING

The next board meeting will be held on Tuesday, July 12, 2016 beginning at 10:00 a.m. Future board meetings are scheduled for Tuesday, September 6, 2016, and Tuesday, November 15, 2016.

ADJOURNMENT

There being no further business, the meeting was adjourned at 12:32 p.m.

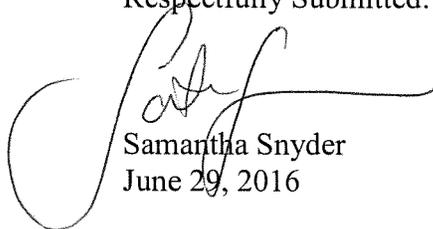
RESOLUTION 2016.18 – ADJOURNMENT

Motion by: Bradley Knapp

Seconded by: John Landis

Passed: Unanimously

Respectfully Submitted:



Samantha Snyder
June 29, 2016