

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM

July 14, 2015 Board Meeting

PA Department of Agriculture, Room 309

Harrisburg, Pennsylvania

Public notice of the July 14, 2015 Pennsylvania Wine Marketing and Research Program Board meeting was given on July 9, 2015, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:18 a.m. Board members in attendance (in addition to Mr. Mazza) included David Hoffman, John Landis, Joanne Levensgood, Douglas Moorhead and Karl Zimmerman. Also attending was Jennifer Eckinger, Pennsylvania Wine Association; Chardan Huston, Pennsylvania Wine Association; Gregory O'Loughlin, SWELL, LLC; Michael Masiuk, Penn State Cooperative Extension; Michela Centinari, Penn State Cooperative Extension; Denise Gardner, Extension Enologist, Penn State Cooperative Extension Office; Deputy Secretary Hannah Smith-Brubaker, Pennsylvania Department of Agriculture; Samantha Snyder, Pennsylvania Department of Agriculture; Jennifer D'Angelo attended and recorded the minutes.

2015-2016 BOARD NOMINATIONS

Mr. Mazza opened the floor for the election of officers.

RESOLUTION 2015.22 – ELECTION OF OFFICERS – CHAIRMAN

Motion by: John Landis

Seconded by: Karl Zimmerman

Passed: Unanimously

To re-elect Mr. Mario Mazza as Chairman of the PA Wine Marketing and Research Program.

RESOLUTION 2015.23 – ELECTION OF OFFICERS – VICE CHAIRMAN

Motion by: Douglas Moorhead

Seconded by: John Landis

Passed: Unanimously

To elect Mr. Karl Zimmerman as Vice Chairman of the PA Wine Marketing and Research Program.

RESOLUTION 2015.24 – ELECTION OF OFFICERS – SECRETARY-TREASURER

Motion by: Karl Zimmerman

Seconded by: Douglas Moorhead

Passed: Unanimously

To re-elect Mr. John Landis as Secretary-Treasurer of the PA Wine Marketing and Research Program.

2015-2016 MARKETING AND RESEARCH SUBCOMMITTEES

Board members discussed the individuals who are currently on the marketing and research subcommittees.

RESOLUTION 2015.25 – MARKETING AND RESEARCH SUBCOMMITTEES

Motion by: John Landis

Seconded by: Douglas Moorhead

Passed: Unanimously

The following board members will remain on the marketing and research subcommittees:
Marketing – Mario Mazza, Douglas Moorhead and Karl Zimmerman. Research – Bradley Knapp, Elwin Stewart and Joanne Levensgood.

MINUTES

Minutes of the May 19, 2015 meeting were emailed to Board members for their review in advance of the meeting.

RESOLUTION 2015.26 – ACCEPTANCE OF MAY 19, 2015 MINUTES

Motion by: Douglas Moorhead

Seconded by: Karl Zimmerman

Passed: Unanimously

To accept the minutes of the May 19, 2015 meeting.

FINANCIALS

Mr. Landis reviewed the financial reports prepared by Ms. Belles for July 1, 2014 – June 30, 2015 and July 1, 2015 – June 30, 2016 (projected budget).

The revenue for July 1, 2014 – June 30, 2015 is \$198,877.99 and cash funds available as of June 30, 2015 is \$234,723.93.

The Projected Budget Report for July 1, 2015 – June 30, 2016 shows \$434,723.93 as projected funds available and \$395,709.50 listed as expenses.

RESOLUTION 2015.27 – ACCEPTANCE OF FINANCIAL REPORTS

Motion by: Dave Hoffman

Seconded by: Douglas Moorhead

Passed: Unanimously

To accept the financial reports for July 1, 2014 – June 30, 2015 and the Projected Budget for July 1, 2015 – June 30, 2016.

ASSESSMENT REPORTS

Ms. Snyder reviewed the Summary of Assessment Forms 2015 Year-To-Date. As of July 7, 2015, \$56,526.62 has been collected from Pennsylvania wineries. There were 309 licensed wineries, 157 licensed wineries with no sales assessments reported, 152 producers with sales assessments and the number of producers paid was 121.

Ms. Snyder then reviewed the Assessment Income Analysis by Quarter. In the first quarter of 2015, \$34,642.97 was received and \$21,883.65 was received in the second quarter for a total of \$56,526.62.

2013 DELINQUENTS

Ms. Snyder informed the board members that all 10 delinquent wineries were called. If there is an error then it is up to the winery to contact the PLCB to correct the issue. There are three non-payers – the Program would receive approximately \$1,000 from these wineries.

RESOLUTION 2015.28 – ACCEPTANCE OF ASSESSMENT REPORTS AND DELINQUENT REPORT

Motion by: Douglas Moorhead

Seconded by: Karl Zimmerman

Passed: Unanimously

To accept the assessment reports and delinquent report presented by Ms. Snyder.

AUDITOR CONTRACT/AGREEMENT

Ms. Snyder discussed the auditor contract/agreement submitted by Garcia Garman and Shea, PC. The gross fee will not exceed \$1,000 per year. The contract/agreement period covers years ending June 30, 2015, 2016, 2017, 2018 with the option to extend to June 30, 2019 and 2020.

RESOLUTION 2015.29 – APPROVAL OF NEW AUDITOR CONTRACT

Presented by: Dave Hoffman

Seconded by: Douglass Moorhead

Passed: Unanimously

To accept the auditor contract/agreement submitted by Garcia Garman and Shea, PC on May 14, 2015.

NO-COST EXTENSION REQUEST FROM ROBERT CRASSWELLER

A letter was submitted by Dr. Crassweller requesting a no-cost extension for project ME# 44144995 – Maintenance of Wine Grape Cultivar Trials in Pennsylvania for 2014. The original project date was July 1, 2014 – July 1, 2015. Dr. Crassweller is requesting the performance end date to be changed to December 1, 2015.

RESOLUTION 2015.30 – APPROVAL OF NO-COST EXTENSION

Motion by: Douglas Moorhead

Seconded by: Dave Hoffman

Passed: Unanimously

To approve the no-cost extension submitted by Dr. Crassweller for ME# 44144995 – extended date to December 1, 2015.

PWA

Ms. Eckinger reported on PWA activities:

- Legislative
- Festivals
 - Seven Springs – Scheduled for August 28, 29 and 30
 - PA Wine Land – Scheduled for September 26
- Annual Conference/WMRB Summit
- Marketing
 - Next committee meeting will take place following the PWMRP board meeting today
 - More #s from PA Wine Land
 - Tourism Outreach + Co-Op Program
- Wine Trail Promotion
- PR Efforts
- PA Wine Month
- Guide
- Social Media

PENNSYLVANIA WINES – MARKETING AND PROMOTIONS

Mr. O’Loughlin provided the board with an update on the marketing campaign.

SUBCOMMITTEE UPDATES

There are no updates.

PENN STATE EXTENSION UPDATE

Mr. Masiuk provided a hand-out with Penn State Extension contact and resource information. A discussion took place regarding ways of getting the hand-out distributed. The vacancy of Mark Chien’s position and current budget situation was discussed.

NEXT BOARD MEETING

The next board meeting will be held on Tuesday, September 1, 2015 via conference call. A future meeting is also scheduled for Tuesday, November 10, 2015.

ADJOURNMENT

There being no further business, the meeting was adjourned at 11:39 a.m.

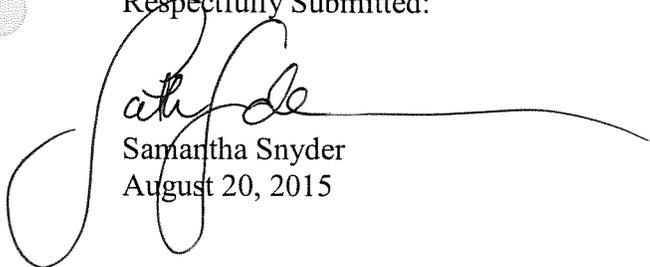
RESOLUTION 2015.31 – ADJOURNMENT

Motion by: Douglas Moorhead

Seconded by: Karl Zimmerman

Passed: Unanimously

Respectfully Submitted:



Samantha Snyder
August 20, 2015