PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
Minutes of the March 18, 2014 Board Meeting – Conference Call

Public notice of the March 18, 2014 Pennsylvania Wine Marketing and Research Program Board meeting was given on March 13, 2014, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 11:09 a.m. Board members in attendance (in addition to Mr. Mazza) included John Landis, Joanne Levengood, Elwin Stewart and Karl Zimmerman. Also attending was Jennifer Eckinger, Pennsylvania Wine Association; Brook Duer, Pennsylvania Department of Agriculture; and Samantha Snyder, Pennsylvania Department of Agriculture. Jennifer D'Angelo attended and recorded the minutes.

MINUTES

Minutes of the February 18, 2014 meeting were emailed to Board members for their review in advance of the meeting.

RESOLUTION 2014.07 – ACCEPTANCE OF FEBRUARY 18, 2014 MINUTES
Motion by: Karl Zimmerman
Seconded by: John Landis
Passed: Unanimously
To accept the minutes of the February 18, 2014 meeting.

FINANCIALS

Mr. Landis reviewed the February 28, 2014 financial statements prepared by Diane Belles. Mr. Landis also reviewed a draft of the 2014-2015 budget.

RESOLUTION 2014.08 – ACCEPTANCE OF FINANCIAL REPORTS
Motion by: Karl Zimmerman
Seconded by: John Landis
Passed: Unanimously
To accept the February 28, 2014 financial reports.

Mr. Landis informed board members that the Program has not received an invoice from the Pennsylvania State University for the wine grape educator position. He also stated that an invoice has not been received yet for the viticulture researcher position.

DRINK LOCAL WINE CONFERENCE

This funding request will be tabled until the May meeting where more information will be presented.

ASSESSMENT REPORTS

Ms. Snyder reviewed the Summary of Assessment Forms 2013 Year-To-Date. As of March 12, 2014, $126,907.10 has been collected from Pennsylvania wineries. There were 258 licensed wineries, 88 licensed wineries with no sales assessments reported, 170 producers with sales assessments and the number of producers paid was 137.

Ms. Snyder then reviewed the Assessment Income Analysis by Quarter. In the first quarter of 2013, $28,579.94 was received; $34,780.40 was received in the second quarter, $14,607.68 was received in the third quarter of 2013, $48,939.08 for the fourth quarter of 2013 was received for a total of $126,907.10 collected. $44,137.34 was received so far in the first quarter of 2014.

RESOLUTION 2014.09 – ACCEPTANCE OF ASSESSMENT REPORTS
Motion by: Elwin Stewart
Seconded by: John Landis
Passed: Unanimously
To accept the assessment reports presented by Ms. Snyder.

DELINQUENTS
Mr. Duer informed board members that the PA Wine Marketing and Research Board Symposium insert was emailed to them shortly before the conference call. This insert will be included with the educational letter prepared by Mr. Duer which will be mailed this Friday. Mr. Duer is working on the final draft of this letter for 2011. Numbers have not been received yet from the PLCB for 2012. It is anticipated that the 2012 numbers will be received in mid-April.

PWA
Ms. Eckinger reported on PWA activities:
- Legislative
- Marketing
  - Winery Guide
  - Philly Wine Week
  - Philly Wine & Dine
  - Band of 30 Welcome Center Program
  - Weekends are for Wine Land Campaign
- PR Efforts
- Social Media

HACC PROPOSAL
The Enology and Viticulture Educational Wine Camps proposal from HACC was tabled and will be voted upon at the May meeting. Mr. Landis will look into why HACC has not submitted any invoices for the approved funding project from last year.

AMENDMENT REFERENDUM
Mr. Mazza informed board members that he has made various phone calls to wineries regarding the amendment referendum. Mr. Duer asked the board members to think of a date on when the proposed changes will take effect if the amendment passes. Possible dates would be July 1, 2014 or January 1, 2015.

NEXT BOARD MEETING
The next board meeting will be held on Tuesday, May 6, 2014 at the PA Department of Agriculture in Room 309. Future board meetings will be held at the PA Department of Agriculture in Room 309 and are scheduled for Tuesday, July 8, 2014, Tuesday, September 2, 2014, and Tuesday, November 18, 2014.

ADJOURNMENT

There being no further business, the meeting was adjourned at 12:28 p.m.

RESOLUTION 2014.10 – ADJOURNMENT

Motion by: Karl Zimmerman
Seconded by: John Landis
Passed: Unanimously

Respectfully Submitted:

Samantha Snyder
March 21, 2014