

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM  
BOARD MEETING**

**Minutes of the March 13, 2018 Board Meeting  
Pennsylvania Department of Agriculture  
Room 206  
2301 North Cameron Street  
Harrisburg, PA 17110**

Public notice of the March 13, 2018 Pennsylvania Wine Marketing and Research Program Board Meeting was given on March 6, 2018 as stipulated by the Sunshine Law.

**CALL TO ORDER**

Mario Mazza, Chairman, called the meeting to order at 10:00 a.m. (via conference call.) Board members in attendance included John Skrip, III. Present via conference call were Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; Chris Dietz; David Hoffman; Robert Mazza; Jonathan Patrono; Lela Reichart; Elwin Stewart; Charles Zaleski, Jr.; and Jamie Williams.

Also in attendance were Brook Duer, Pennsylvania Department of Agriculture; Patrick Andrews, Board Liaison to the Department of Agriculture; Laura England, Director, Department of Agriculture, Bureau of Marketing and Development.

The following individuals attended a portion of the meeting: Gregory O'Loughlin, SWELL; and Jen Munsch, Pennsylvania Wine Association.

**APPROVAL OF February 13, 2018 MEETING MINUTES**

Minutes of the February 13, 2018 meeting were emailed to Board members for their review. The Board discussed corrections to the minutes.

**RESOLUTION 2018.08-APPROVAL OF MINUTES**

Presented by: Jamie Williams

Seconded by: John Skrip

Passed: Unanimously

To approve the minutes of the February 13, 2018 meeting with the correction that John Skrip be added to the Research Subcommittee.

## **FINANCIAL REPORTS**

Patrick Andrews noted Diane Belles could not be present for the meeting. John Landis referred Board members to page six of her prepared Financial Report for further discussion. He noted the report was not much different than last month's report. He did note that \$275,000 was transferred from the checking account to the Citizens Money Market and was earning interest at the rate of about one percent. Mr. Landis requested that the Board offer direction at the next meeting with regard to additional options for investing money. There was further discussion regarding establishing endowments and the current interest rates for market endowments.

There was discussion regarding the formation of a finance subcommittee to review the matter and present options to the full Board. John Landis, Jamie Williams and Robert Mazza, Elwin Stewart offered to participate on the committee.

### **RESOLUTION 2018.09-APPROVAL OF FINANCIAL REPORT**

Presented by: Laura England

Seconded by: Robert Mazza

Passed: Unanimously.

To approve the Financial Report prepared by Ms. Belles.

### **RESOLUTION 2018.10-APPROVAL OF SUBCOMMITTEE**

Presented by: Jamie Williams

Seconded by: Elwin Stewart

Passed: Unanimously.

To approve the formation of a subcommittee to investigate options for an endowment.

## **ASSESSMENT REPORTS AND AUDIT**

Mr. Andrews referred Board members to the Audit Report for further discussion. He noted some wineries questioned the difference in the numbers and have elected to amend their numbers. A listing of those wineries who amended their numbers will be provided in the near future.

Mr. Andrews noted a collection thus far of \$10,913.79.

**RESOLUTION 2018.11-APPROVAL OF ASSESSMENT REPORTS AND AUDIT**

Presented by: John Skrip

Seconded by: Jamie Williams

Passed: Unanimously.

To approve the Assessment Reports and Audit presented by Mr. Andrews.

**INDUSTRY SURVEY**

There was discussion regarding a request to PDA to distribute feedback to the industry to assist with future decision-making concerning research efforts and marketing topics. Mr. Stewart welcomed any comments on the information he provided. He suggested adding a page to the survey to summarize the topics as funded in the recent past related to the potential and real impact on the industry. Chairman Mazza suggested including a summary so those submitting suggestions or feedback become aware of the fund disposition information.

**RESOLUTION 2018.12-APPROVAL OF SURVEY**

Presented by: Chris Dietz

Seconded by: John Landis

Passed: Unanimously.

To have the Research and Marketing Committees work with PDA to complete the survey and compile information to be distributed.

**RFP TIMELINE REVIEW FOR FY 18/19 ACT 39 MONIES**

Mr. Duer updated Board members on the monies allotted to the Board starting July 1, 2018. The RFP was published in the Pennsylvania Bulletin on March 3, 2018, with a closing date of April 20, 2018. Presentations will be made at the May 8, 2018 meeting. He noted a typo in the publication, so it will need to be published again. Ms. England will provide a copy of the link to Greg O'Loughlin at SWELL. Mr. Duer noted PLCB will soon vote on the grant list. There was further discussion regarding the wine grants.

## **SUBCOMMITTEE UPDATES**

### **PWA Update**

Greg O'Loughlin highlighted the information contained in the Pennsylvania Wineland document. He noted a new wine guide to be released in the spring. The next Pennsylvania Wine Trails meeting is scheduled for March 22, 2018. Mr. O'Loughlin noted a 51 percent increase in new website users and 80 percent increase in monthly page news. He discussed Philly Wine Week scheduled to be held March 22 to March 29, 2018. Highlights will be provided at the next meeting.

Mr. O'Loughlin commented on a recent wine conference and symposium. He referred to feedbacks received from wineries.

Ms. England commented that Beer Trails was undertaking a similar endeavor to that of wine trails. Further comments were made regarding the matter.

### **Marketing**

No update

### **Research**

Mr. Stewart commented again on the survey to be distributed. He suggested the Board be ready to evaluate and discuss the research proposals upon submission.

Mr. Stewart stated the Penn State Department of Food Science was taking a global approach and looking at the business in the context of fermentation science. He stated another faculty member recently joined the science group, making a total of six faculty who were pretty much dedicated to the industry.

### **Institutional Relations**

Chairman Mazza commented on recent dialog with Jeff Hyde at Penn State related to addressing the needs of the industry, including an increase in research funds. Jamie Williams commented on the importance of positioning someone to address the industry needs. He suggested the cost to support the position be shared by both the Board and Penn State. He also suggested possible percentage increments that the Board could allocate.

### **RESOLUTION 2018.13-APPROVAL OF VITICULTURIST**

Presented by: Jamie Williams

Seconded by: John Landis

Passed: Unanimously.

To offer to pay for a viticulturist at a rate of 50 percent of salary for the first two years and 25 percent for years three and four. Karl Zimmerman agreed and added a third to the motion. There was further discussion regarding the resolution and similarly funded positions.

### **Finance**

It was reiterated that a group will review endowments and provide feedback at the next meeting.

### **Industry Relations**

Mr. Landis noted that when the Board was formed, one of its goals was to work with PDA to promote grape growing in Pennsylvania. It was suggested that the PLCB be contacted to see if they would like "to come on board" with the concept of using their funding to support wineries as well as the viticulture side of the industry.

Mr. Andrews noted some internal challenges in getting the RFP posted related to online payments.

## **NEW BUSINESS**

Mr. Duer stated the Pennsylvania Cider Guild had decided not to pursue the program at the present time. There was discussion as to what liquids would be subject to assessment by the Board, as well as the two categories in the Liquor Code consisting of liquor, which included wine, and malt and brewed beverages, which also includes alcoholic cider. Mr. Duer explained that hard alcoholic cider as defined by the Liquor Code was not wine. He noted the definitions at the beginning of the Liquor Code apply where there was not another one applicable. There was further discussion regarding the inconsistent meanings and different definitions of the term alcoholic cider. Mr. Duer will prepare a letter of explanation to be included with the survey in the same mailing and sent to all limited winery license owners.

## **ADJOURNMENT**

### **RESOLUTION 2018.14 - ADJOURNMENT**

Presented by: Jamie Williams

Seconded by: Elwin Stewart

Passed: Unanimously

There being no further business, the meeting was adjourned at 11:48 a.m.

*Bernadette M. Black*

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March 13, 2018