

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

**Minutes of the November 13, 2018 Board Meeting**

**Pennsylvania Department of Agriculture**

**Room 202**

**2301 North Cameron Street**

**Harrisburg, PA 17110**

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

**CALL TO ORDER**

Mario Mazza, Chairman, called the meeting to order at 10:00 a.m. Board members in attendance included Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; David Hoffman; Robert Mazza; Jonathan Patrono; Lela Reichart; Charles Zaleski, Jr.; and Chris Dietz.

John Skrip, III (via conference call) and Jamie Williams (via conference call) were not present at the commencement of the meeting.

Also in attendance were John Howard, Esquire, Acting Chief Counsel, Pennsylvania Department of Agriculture; and Patrick Andrews, Chief, Agriculture Marketing Development Division, Pennsylvania Department of Agriculture;

The following individuals attended a portion of the meeting: Gregory O'Loughlin, SWELL; Jen Munsch, Pennsylvania Winery Association; Jennifer Eckinger, Executive Director, Pa Winery Association; and Diane Belles, accountant, Department of Agriculture (via conference call).

**DISCUSSION OF MEETING MINUTES**

Chairman Mazza noted there were no Minutes from the September meeting to approve but asked members to remember that meeting for further discussion. Mr. Andrews noted the Board was without an administrative person to support commodity programs. Interviews for the position will soon commence. He stated Sargent's Court Reporting Service, Inc., will record and complete the Minutes going forward.

**FINANCIAL REPORTS**

Diane Belles, accountant, reported that current assessment income was \$54,006.08, which increased approximately \$30,000 from the August amount of \$24,650. She noted actual expenses at \$2,313.88 and Viticulture items in the amount of \$1,154.56. Ms. Belles noted that \$40,000 was transferred to the money market account, and as of November 2, 2018, cash

balances were \$51,044.84 in checking and \$390,981.92 in the money market account for a total cash balance of \$444,026.76. There was further discussion regarding the financial report.

Mr. Andrews commented that Morgan Sheffield will be processing another batch of Commodity Board assessment checks after Thanksgiving. The clerk, who handles the processing on a regular basis, will return mid-January.

Mr. Landis stated there would be approximately \$600,000 of projected funds available at the end of June of 2019 that the Board would need to make a decision on their apportionment. There was additional discussion regarding options moving forward, including the establishment of a viticulturist and an endowment. Mr. Andrews will provide a summary of points to be included in the contract for the position.

#### **RESOLUTION 2018.08 - APPROVAL OF EXTENSION OF VITICULTURIST**

Presented by: Chairman Mazza

Seconded by: John Landis

Passed: Unanimously

A motion reflecting a previously approved motion that the Board had no record of currently that would provide approval for Mario Mazza, Jamie Williams and Chuck Zaleski to negotiate with Penn State the details and financial obligations to support an extension of the viticulturist in a similar vein to what was done in support of Michela's position as research viticulturist for Penn State. Attorney Howard explained that this motion would control if there was any difference between this motion and the previous motion.

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

Presented by: Chris Dietz

Seconded by: Dave Hoffman

Passed: Unanimously.

To approve the Financial Report prepared by Ms. Belles.

#### **STATUS REPORT ON PWA ACTIVITIES**

Jennifer Eckinger, Executive Director, Pennsylvania Winery Association, referred members to the PA Wines highlights sheet, spreadsheet and marketing update data for further discussion of the challenges of the A and B wine trail grants while being mindful of the spending of the grants responsibly. She stated the review committee met recently to determine which trails would receive funding and was awaiting feedback from the first year grant recipients before awarding second year grants. Ms. Eckinger explained the project was very time consuming and an

"incredibly daunting process," which was taken very seriously. Ms. Eckinger and Mr. O'Loughlin discussed the criteria considered in the grant process and the i76 marketing group.

Ms. Eckinger stated the plans continue to move forward with regard to the Made in PA Wine Land Campaign. Wine and Pie Pairings links were being considered on the website for the future. Mr. O'Loughlin noted that additional helpful website contents were provided beyond the advertising. Followers on social media, including Facebook, Instagram, Twitter and Pinterest, were also noted.

She noted a dinner consisting of foods selected to pair with the wines offered was hosted prior to the first ever Erie Camp Pennawine event, as well as added events of the day. Mr. O'Loughlin discussed the Pittsburgh editorial coverage related to grape growing and wine making in Pennsylvania with the focus on the western part of the state. He noted plans were in motion for this type of an event being held in eastern and central Pennsylvania.

Ms. Eckinger discussed the Sommelier Judgement Day event whereby wines were submitted to a panel of 12-plus sommeliers who identified the top ten wines. She noted a tasting event was held at Talula's Daily in Philadelphia on October 15, 2018. She thanked Chris Dietz for his efforts to reach out to the Governor's residence with regard to opportunities for Pennsylvania wines to be in the residence.

Mr. O'Loughlin referred members to the Pa Wines YTD 2018 Highlights documents for further review and discussion. He noted details of the two Chef's Tables videos that were shot at the Wayvine Winery with wine specialists from the PA Liquor Control Board.

Ms. Eckinger reminded Board members of the symposium and conference to be held on March 4 - 5, 2018, at the Nittany Lion Inn in State College, PA. She asked that the Board review a survey regarding the Economic Impact Report that would be provided by John Donovan and Associates. It was noted that round three discussions commenced with regard to the regional marketing grants. Ms. Eckinger and Mr. O'Loughlin answered questions from Board members regarding out-of-state memberships in the Pennsylvania Winery Association, restaurant marketing, and challenges faced by the Marketing Research Board.

#### **STATUS ON PDA DATA PROJECT AND PAYMENT SYSTEM**

Patrick Andrews, Board Liaison to the Department of Agriculture, discussed the implementation of a new data system. Since IT funding has been diminished, PA Preferred will be using a portion of its own funding to build a database for its membership. He offered to provide a presentation at the next meeting by the data consultants and a representative of the IT delivery center. Mr. Andrews indicated the plan was to hire developers on state augmentation contracts that would meet with the staff on a daily basis, if necessary, to develop the plan in-house and provided further details regarding the plan.

Ms. Eckinger provided historical information regarding the matter, noting that wineries had previously provided monthly information.

Mr. Andrews indicated that Bobbi Peifer, PLCB Director of Licensing, was very supportive of the project.

### **SUBCOMMITTEE UPDATES**

Chairman Mazza asked that the subcommittees develop key issues pertaining to each of the committees. He encouraged each committee to scheduled calls between now and the February meeting for discussion of relevant items and then update the Board regarding recommendations.

**Marketing** - No Report

**Research** - No Report

#### **Institutional Relations**

Chairman Mazza reviewed a discussion that he, Mr. Zaleski, and Mr. Williams had with Jeff Hyde and Dennis Calvin from Penn State with regard to the extension viticulturist position. It was noted that the position would be refilled.

**Finance** - No Report

#### **Industry Relations** - No Report

Board members were referred to survey results submitted late summer, early fall with regard to enology and viticulture, disease management, and marketing for review. Chairman Mazza suggested that the Research Committee collate the information and pass it along to potential researchers.

Mr. Landis expressed concerns regarding how to address vineyards and wineries affected by decontamination. Mr. Zaleski stated the EPA had just renewed Dicamba for another year. There was discussion regarding the Grapes Herbicide Act that gives the secretary the right to hold a hearing for damage done to a certain number of vineyards within a certain area.

Ms. Eckinger commented that herbicide drift was a topic discussed at PWA Board meetings and discussed the monitoring of vineyard owners and other farmers of what is being used and in what timeframes. She further commented that PWA has determined that \$30,000 would be dedicated to the spotted lanternfly projects with Penn State Extension.

### **RFP TIMELINE REVIEW/2019 MEETING SCHEDULE**

Mr. Andrews referred Board members to the RFP timeline review for further discussion. He noted the RFP would be published November 24, 2018. Proposals would be due via email by

January 18, 2019. Hard copies postmarked that day would be due January 25, 2018. He stated a meeting to review the RFPs would be held February 19, 2019.

Mr. Andrews stated information would be sent ahead of time so that Board members could score the proposals prior to the meeting in order to speed up the process. There was discussion regarding improvements to the RFP process.

The following 2019 meeting dates were approved: Tuesday, February 19, 2019; Tuesday, March 12, 2019; Tuesday, May 7, 2019; Tuesday, July 2, 2019; Tuesday, September 3, 2019 (via telephone); Tuesday, November 19, 2019.

## **NEW BUSINESS**

John Howard, Esquire, was introduced as the Interim Board Solicitor. There was discussion regarding the criteria and collection of assessments from out-of-state wineries and PLCB's position on the matter. Proposal of model legislation for the spring session was suggested to move the matter forward.

There was discussion regarding ways to update the PDA website with regard to status reports from research projects being funded by the Board. Board members expressed their opinions on the matter. Mr. Andrews will contact the communications office and provide an update.

## **ADJOURNMENT**

### **RESOLUTION 2018.10 - ADJOURNMENT**

Presented by: John Skrip

Seconded by: No second.

There being no further business, the meeting was adjourned at 12:29 p.m.



Bernadette M. Black

November 13, 2018