

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
November 10, 2015 Board Meeting
PA Department of Agriculture, Room 202
Harrisburg, Pennsylvania

Public notice of the November 10, 2015 Pennsylvania Wine Marketing and Research Program Board meeting was given on October 29, 2015, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:10 a.m. Board members in attendance (in addition to Mr. Mazza) included David Hoffman, Bradley Knapp, John Landis, Joanne Levengood, Douglas Moorhead and Karl Zimmerman. Also attending was Jennifer Eckinger, Pennsylvania Wine Association; Gregory O'Loughlin, SWELL, LLC; Denise Gardner, Extension Enologist, Penn State Cooperative Extension; Michela Centinari, Penn State Cooperative Extension; Diane Belles, Accountant for the Program.; Samantha Snyder, Pennsylvania Department of Agriculture, representing the Secretary of Agriculture; and Jennifer D'Angelo, Pennsylvania Department of Agriculture.

MINUTES

Minutes of the September 1, 2015 meeting were emailed to Board members for their review in advance of the meeting.

RESOLUTION 2015.36 – ACCEPTANCE OF SEPTEMBER 1, 2015 MINUTES

Motion by: John Landis

Seconded by: Karl Zimmerman

Passed: Unanimously

To accept the minutes of the September 1, 2015 meeting.

FINANCIALS

Ms. Belles reviewed the financial reports for July 1, 2015 – June 30, 2016. The financial reports were prepared on October 31, 2015. \$76,582.93 in assessments was received, cash funds available is \$266,154.00, and total general overhead and shared commitment expenses is \$9,672.26.

Ms. Belles informed the board that the new CPA firm met with her to obtain the files and information for their agreed upon procedures report.

RESOLUTION 2015.37 – ACCEPTANCE OF FINANCIAL REPORTS

Motion by: Douglas Moorhead

Seconded by: Bradley Knapp

Passed: Unanimously

To accept the financial reports for July 1, 2015 – June 30, 2016.

ASSESSMENT REPORTS

Ms. Snyder reviewed the Summary of Assessment Forms 2015 Year-To-Date. As of November 4, 2015, \$129,101.07 has been collected from Pennsylvania wineries. There were 313 licensed wineries, 137 licensed wineries with no sales assessments reported, 176 producers with sales assessments and the number of producers paid was 145.

PWA

Ms. Eckinger reported and provided a handout on PWA activities:

- Legislative
- Farm Show
- Annual Conference/WMRB Summit
- Marketing
 - Next committee meeting will take place today following the PWMRP board meeting
 - Wine Guide
 - Looking Ahead
 - PR Efforts
- Social Media

PA WINELAND

Mr. O'Loughlin provided an update for PA WineLand.

SUBCOMMITTEE UPDATES

Marketing – updates were provided by Ms. Eckinger. Research – there are no updates at this time.

ENOLOGIST MOU

Board members discussed the new Memorandum of Understanding for the enologist position. The MOU is between the Penn State College of Agricultural Sciences – Cooperative Extension, the Pennsylvania Winery Association and the Pennsylvania Wine Marketing and Research Program. This MOU is a commitment for financial support for the enologist position for the period October 1, 2015 through September 30, 2018. The following amounts will be paid by the PWMRP: Year 1 – FY 15/16 -- \$7,932; Year 2 – FY 16/17 -- \$7,932; Year 3 – FY 17/18 -- \$7,932.

RESOLUTION 2015.42 – MOU FOR ENOLOGIST POSITION

Motion by: John Landis

Seconded by: Bradley Knapp

Passed: Unanimously

The Program approves of the MOU for the enologist position for the period of October 1, 2015 through September 30, 2018.

2016 SYMPOSIUM

Ms. Gardner discussed the upcoming symposium and asked for feedback from the board regarding the guest speaker as well as the format – student talks.

NO-COST EXTENSION REQUESTS – MICHELA CENTINARI

Ms. Centinari is requesting no-cost extension requests to December 31, 2016 for the following four projects:

- 1) ME# 44155243 – Evaluation of Cost Effective Practices for Reducing the Risk of Spring Frost Injury in Vineyards
- 2) ME# 44155243 – Evaluating the Effects of Cluster Sunlight Exposure and Timing of Leaf Removal on Rotundone Development in Noiret Grapes and Wine
- 3) ME# 44155243 – Establishing a New Research Vineyard
- 4) ME# 44155243 – Yield Regulation in Wine Grapes: Effect on Vine Health, Fruit Composition, Wine Sensory Perception, and Economic Sustainability

ADJOURNMENT

There being no further business, the meeting was adjourned at 12:27 p.m.

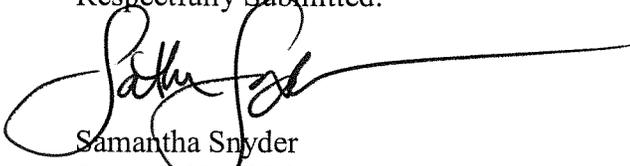
RESOLUTION 2015.46 – ADJOURNMENT

Motion by: Bradley Knapp

Seconded by: John Landis

Passed: Unanimously

Respectfully Submitted:

A handwritten signature in black ink, appearing to read 'Samantha Snyder', with a long horizontal flourish extending to the right.

Samantha Snyder
January 31, 2016