

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM**

**March 10, 2015 Board Meeting**

**PA Department of Agriculture, Room 309  
Harrisburg, Pennsylvania**

Public notice of the March 10, 2015 Pennsylvania Wine Marketing and Research Program Board meeting was given on March 4 , 2015, as stipulated by the Sunshine Law.

**CALL TO ORDER**

Mario Mazza, Chairman, called the meeting to order at 10:25 a.m. Board members in attendance (in addition to Mr. Mazza) included David Hoffman, Bradley Knapp, Joanne Levengood and Karl Zimmerman. Also attending was Jonathan Patrono, Pennsylvania Wine Association; Chardan Huston, Pennsylvania Wine Association; Denise Gardner, Extension Enologist, Penn State Cooperative Extension Office; Brook Duer, Pennsylvania Department of Agriculture; Samantha Snyder, Pennsylvania Department of Agriculture; Jennifer D'Angelo attended and recorded the minutes. Diane Belles, Accountant for the Program participated for a portion of the meeting via conference call.

**NEW BOARD MEMBER**

Mr. Mazza welcomed new board member Mr. David Hoffman. Mr. Hoffman is filling the vacancy left by Mr. Carl Helrich. This term will be ending June 30, 2015.

**MINUTES**

Minutes of the February 4, 2015 meeting were emailed to Board members for their review in advance of the meeting.

**RESOLUTION 2015.10 – ACCEPTANCE OF FEBRUARY 4, 2015 MINUTES**

Motion by: Bradley Knapp

Seconded by: Karl Zimmerman

Passed: Unanimously

To accept the minutes of the February 4, 2015 meeting.

**ASSESSMENT REPORTS**

Ms. Snyder reviewed the Summary of Assessment Forms 2014 Year-To-Date. As of March 5, 2015, \$206,475.66 has been collected from Pennsylvania wineries. There were 283 licensed wineries, 103 licensed wineries with no sales assessments reported, 180 producers with sales assessments and the number of producers paid was 180.

Ms. Snyder then reviewed the Assessment Income Analysis by Quarter. In the first quarter of 2014, \$51,054.63 was received; \$34,033.90 was received in the second quarter, \$42,551.85 was received in the third quarter, and \$78,835.28 for the fourth quarter for a total of \$206,475.66 collected. \$6,499.82 was received so far in the first quarter of 2015.

**RESOLUTION 2015.11 – ACCEPTANCE OF ASSESSMENT REPORTS**

Motion by: Bradley Knapp

Seconded by: Joanne Levengood

Passed: Unanimously

To accept the assessment reports presented by Ms. Snyder.

Ms. Snyder informed board members that there have not been any issues with the database accepting the 20 cents per gallon assessment rate.

### **DELINQUENTS**

Mr. Duer stated there is no new information regarding delinquents. Ms. Snyder will receive the report from the PLCB in April so the audit can begin.

### **RESOLUTION 2015.12 – ACCEPTANCE OF DELINQUENT REPORT**

Motion by: Karl Zimmerman

Seconded by: Bradley Knapp

Passed: Unanimously

To accept the delinquent report presented by Mr. Duer.

### **PWA**

Ms. Houston reported on PWA activities:

- Legislative
- Festivals
  - Split Rock
  - Longwood
  - Seven Springs
  - PA Wine Land
- PA Wine Competition
- Annual Conference/WMRB Summit – April 21-22, 2015
- Marketing
  - Next committee meeting – following this meeting today
  - Tourism Outreach + Co-Op Program
  - Band of 30
- PR Efforts
- Philly Wine Week
- Social Media

### **SUBCOMMITTEE UPDATES**

Marketing – Mr. Mazza spoke briefly about the new campaign.

Research – Mr. Knapp stated there was not an update for research at this time. Mr. Mazza informed the board that there are limited monies available for funding in general – the board discussed funding issues.

### **2015 PENNSYLVANIA WINE MARKETING AND RESEARCH BOARD SYMPOSIUM AND PWA CONFERENCE – APRIL 21-22**

Ms. Gardner handed out the agenda for the 2015 Pennsylvania Wine Marketing and Research Board Symposium and spoke about the speakers for the event. Ms. Gardner also handed out a postcard regarding the PWA Conference and symposium which was mailed to wineries.

### **FINANCIALS**

Mr. Duer and board members discussed the financial reports prepared by Ms. Belles. Financial Reports were prepared for fiscal year July 1, 2014 – June 30, 2015 and July 1, 2015 – June 30, 2016 (Projected Budget Report).

The Projected Budget Report showed a cash carryover on July 1, 2015 of \$155,000.00 and assessment budget amount from July 1, 2014 – June 30, 2015 is \$200,000.00.

**RESOLUTION 2015.13 – ACCEPTANCE OF FINANCIAL REPORTS**

Motion by: Bradley Knapp

Seconded by: David Hoffman

Passed: Unanimously

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

**OTHER BUSINESS**

Ms. Snyder informed the board that October is wine month. This is in collaboration with the PLCB and the PWA.

Ms. Snyder stated that the Bureau will be filling the Clerk 2 position which has been vacant for quite some time. This position will be permanent part-time and focus on commodities.

**NEXT BOARD MEETING**

The next board meeting will be held on Tuesday, May 19, 2015. Future meetings are scheduled for Tuesday, July 14, 2015, Tuesday, September 1, 2015, and Tuesday, November 10, 2015.

**ADJOURNMENT**

There being no further business, the meeting was adjourned at 11:29 a.m.

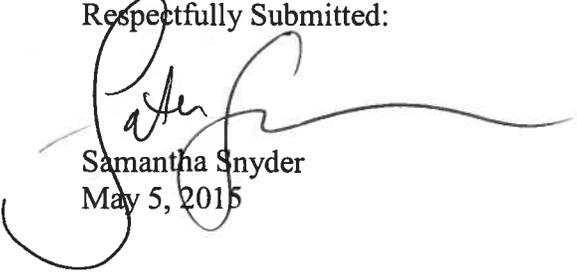
**RESOLUTION 2015.14 – ADJOURNMENT**

Motion by: Bradley Knapp

Seconded by: Karl Zimmerman

Passed: Unanimously

Respectfully Submitted:



Samantha Snyder  
May 5, 2015