

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
Minutes of the March 15, 2016 Board Meeting
PA Department of Agriculture, Room 309
Harrisburg, Pennsylvania

Public notice of the March 15, 2016 Pennsylvania Wine Marketing and Research Program Board meeting was given on March 10, 2016, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:11 a.m. Board members in attendance (in addition to Mr. Mazza) included Dave Hoffman, Bradley Knapp, John Landis, Joanne Levensgood, Elwin Stewart and Karl Zimmerman. Also attending was Jennifer Eckinger, Pennsylvania Wine Association; Denise Gardner, Penn State Cooperative Extension; Samantha Snyder, Pennsylvania Department of Agriculture; and Jennifer D'Angelo attended and recorded the minutes. Diane Belles, Accountant for the Program, participated in the meeting via conference call.

MINUTES

Minutes of the February 9, 2016 meeting were emailed to Board members for their review in advance of the meeting.

RESOLUTION 2016.09 – ACCEPTANCE OF FEBRUARY 9, 2016 MINUTES

Motion by: Karl Zimmerman

Seconded by: Bradley Knapp

Passed: Unanimously

To accept the minutes of the February 9, 2016 meeting.

FINANCIALS

Ms. Belles reviewed the prepared financial reports for July 1, 2015 – June 30, 2016. Ms. Belles stated revenue year to date is \$179,234.43, cash carryover from July 1, 2015 is \$234,743.33; cash funds available as of March 8, 2016 is \$275,095.11.

Ms. Belles informed the board that she will need to make a correction to the amounts for the following two projects: Assessing Spotted Wing Drosophila Injury Potential on Grape Production and Rearing, Damage Assessment, and Insecticidal Control of Spotted Lanternfly, Lycorma Delicatula.

The projected budget report will be reviewed and approved at the board meeting in May.

RESOLUTION 2016.10 – ACCEPTANCE OF FINANCIAL REPORT AS AMENDED

Motion by: Dave Hoffman

Seconded by: Bradley Knapp

Passed: Unanimously

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

ASSESSMENT REPORTS

Ms. Snyder reviewed the Summary of Assessment Forms 2016 Year-To-Date. As of March 8, 2016, \$6,031.98 has been collected from Pennsylvania wineries. There were 326 licensed wineries, 214

licensed wineries with no sales assessments reported, 112 producers with sales assessments and the number of producers paid was 67.

Ms. Snyder then reviewed the Assessment Income Analysis by Quarter. In the first quarter of 2015, \$55,581.80 was received; \$52,276.38 was received in the second quarter, \$55,299.92 was received in the third quarter, and \$49,774.80 for the fourth quarter for a total of \$212,932.90 collected. \$6,031.98.00 was received so far in the first quarter of 2016.

RESOLUTION 2016.11 – ACCEPTANCE OF ASSESSMENT REPORTS

Motion by: John Landis
Seconded by: Bradley Knapp
Passed: Unanimously
To accept the assessment reports presented by Ms. Snyder.

DELINQUENTS

There were two delinquents and both checks have been cashed/cleared. Both wineries paid the penalty and filing fees.

RESOLUTION 2016.12 – ACCEPTANCE OF DELINQUENT REPORT

Motion by: Elwin Stewart
Seconded by: John Landis
Passed: Unanimously
To accept the delinquent report presented by Ms. Snyder.

PWA

Ms. Eckinger reported on PWA activities:

- Legislative
- Annual Conference/WMRB Summit: March 29-30, 2016
- Festivals
- Marketing
 - Next committee meeting – today after the PWMRP board meeting
- PA WineLand Update
- PR Efforts
- Social Media

SUBCOMMITTEE UPDATES

Marketing – Updates were provided by Ms. Eckinger
Research – No update at this time.

REALLOCATING OF APPROVED MARKETING DOLLARS OF PWA

Board members continued the discussion of reallocating these funds. The board has no concerns with approving this request.

SCHOLARSHIP OPPROTUNITY

Board members continued the discussion of the request made by Mr. Brown, owner of Deer Foot Vineyard and Winery in Berks County who suggested to the board that they set up a scholarship fund to help students going through the enology and viticulture program across Pennsylvania. The board decided that the PA Wine Marketing and Research Program is unable to administer this project due to the by-laws of the program.

BOARD MEMBER TERMS

The following board members' terms will be ending on June 30: Elwin Stewart, John Landis, and Douglas Moorhead.

PROGRAM REVIEW REFERENDUM

The upcoming review referendum of the program was discussed. The voting period will be taking place in November 2016.

NEXT BOARD MEETING

The next board meeting will be held on Tuesday, May 10, 2016 beginning at 10:00 a.m. Future board meetings are scheduled for Tuesday, July 12, 2016, Tuesday, September 6, 2016, and Tuesday, November 15, 2016.

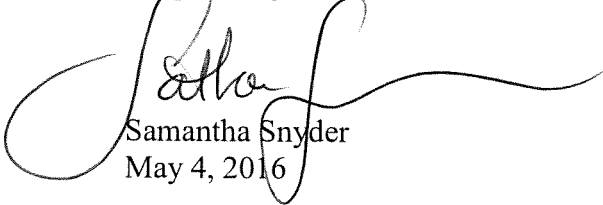
ADJOURNMENT

There being no further business, the meeting was adjourned at 12:13 p.m.

RESOLUTION 2016.13 – ADJOURNMENT

Motion by: Bradley Knapp
Seconded by: John Landis
Passed: Unanimously

Respectfully Submitted:



Samantha Snyder
May 4, 2016