

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
Minutes of the March 15, 2017 Board Meeting
PA Department of Agriculture, Room 202
Harrisburg, Pennsylvania

Public notice of the March 15, 2017 Pennsylvania Wine Marketing and Research Program Board meeting was given on March 12, 2017, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:16 a.m. Board members in attendance (in addition to Mr. Mazza) included Chris Dietz, David Hoffman, Bradley Knapp, John Landis, Joanne Levengood, Robert Mazza, Jonathan Patrono, Lela Reichart, Elwin Stewart, Jamie Williams and Karl Zimmerman. Also attending was Jennifer Eckinger, Pennsylvania Wine Association; Gregory O'Loughlin, SWELL, LLC; Dennis Calvin, Director of Penn State Extension; Denise Gardner, Penn State Cooperative Extension; Brook Duer, Pennsylvania Department of Agriculture; Laura England, Pennsylvania Department of Agriculture; and Jennifer D'Angelo attended and recorded the minutes. The following individuals participated in a portion of the meeting: Patrick Andrews, Pennsylvania Department of Agriculture; and Helene Hopfer, the Pennsylvania State University.

MINUTES

Minutes of the February 15, 2017 meeting were emailed to Board members for their review in advance of the meeting.

RESOLUTION 2017.05 – ACCEPTANCE OF FEBRUARY 15, 2017 MINUTES

Motion by: John Landis

Seconded by: Karl Zimmerman

Passed: Unanimously

To accept the minutes of the February 15, 2017 meeting.

FINANCIALS

Mr. Landis reviewed the financial reports for July 1, 2016 – June 30, 2017. Actual revenue to date is \$186,740.01, cash carryover from July 1, 2016 is \$202,892.12; grand total expenses are \$158,150.74; cash funds available as of March 1, 2017 is \$231,481.39.

RESOLUTION 2017.06 – ACCEPTANCE OF FINANCIAL REPORTS

Motion by: Chris Dietz

Seconded by: Jamie Williams

Passed: Unanimously

To accept the financial reports for July 1, 2016 – June 30, 2017.

ASSESSMENT REPORTS

Ms. England reviewed the Summary of Assessment Forms 2017 Year-To-Date. As of March 9, 2017, \$5,762.96 has been collected from Pennsylvania wineries. There were 356 licensed wineries, 246 licensed wineries with no sales assessments reported, 110 producers with sales assessments and the number of producers paid was 73.

Ms. England then reviewed the Assessment Income Analysis by Quarter. In the first quarter of 2017, \$5,762.96 was received.

RESOLUTION 2017.07 – ACCEPTANCE OF ASSESSMENT REPORTS

Motion by: Elwin Stewart

Seconded by: Bradley Knapp

Passed: Unanimously

To accept the assessment reports presented by Ms. England.

PENN STATE EXTENSION

Dr. Calvin and the board discussed the vision of the industry and the research and extension needs from Penn State.

ACT 39

Mr. Duer and the board discussed Act 39. Mr. Duer will schedule a meeting with the PLCB to discuss the funding. Mr. Duer reminded the board that there is an annual report requirement per Act 39. The board discussed the issue of how Act 39 funding comes from the PLCB to the Program. Mr. Robert Mazza noted that a legislative fix is an option to handle this issue, but would take longer to achieve. The discussion led to the conclusion that the legislative committee at the PWA should handle this as they are already involved in this type of work.

FINAL REVIEW AND APPROVAL OF REVISED PROPOSALS

The following revised proposals were reviewed:

The Pennsylvania State University - Research Proposals		
1) Does delaying bud burst reduce the risk of frost damage while maintaining grape and wine quality? Comparing the effectiveness of pruning time and Amigo oil application.	Michela Centinari	\$18,558
2) Defining the effects of meso- and microclimatic factors on rotundone accumulation in Noiret wine grapes	Michela Centinari	\$15,088
3) Effect of maceration parameters on white wine quality made from interspecific hybrid grapes (<i>Vitis</i> spp.)	Ryan Elias	\$45,162
4) The mechanization of early leaf removal for enhanced adoption into bunch rot control programs in Pennsylvania	Bryan Hed	\$12,706
5) Survey for Grapevine Leafroll Viruses in Pennsylvania	Bryan Hed	\$11,940
6) Analysis of invasive insect pests in the Lake Erie region to characterize abundance and seasonal emergence patterns	Jody Timer	\$4,854
7) Residual decline and efficacy of commonly used insecticides against spotted wing drosophila in Pennsylvania wine grapes	Jody Timer	\$6,786
8) The impact on chemical and sensory wine quality by two different frost avoidance strategies	Helene Hopfer	\$23,300

9) Sensory characterization of Riesling wines from different Pennsylvania regions with a trained panel and winemakers	Helene Hopfer	\$30,024
	RESEARCH TOTAL	\$168,418

Educational Proposal

10) 2017 Pennsylvania Wine Marketing and Research Board Symposium	Penn State Ext. and PWA	\$6,000
	EDUCATIONAL TOTAL	\$6,000

Marketing Proposals

11) Pennsylvania Wine Land Marketing and Promotions	PWA and Swell	\$495,000
12) Pennsylvania Wine Trail Grants	PWA and Swell	\$150,000
13) Pennsylvania Wine Month	PWA and Swell	\$100,000
	MARKETING TOTAL	\$745,000

TOTAL REQUESTED - RESEARCH, EDUCATIONAL, MARKETING \$919,418

RESOLUTION 2017.08 – APPROVAL OF RESEARCH PROPOSALS

Motion by: Bradley Knapp
 Seconded by: Chris Dietz
 Passed: Unanimously

To fund the above listed research proposals #1 – 9 in the full amounts requested. Proposal #9 will be revised to reflect the recommended changes by the board, including an additional \$9,976 added to the project for a total funding amount of \$40,000.

RESOLUTION 2017.09 – APPROVAL OF EDUCATIONAL PROPOSAL

Motion by: Jamie Williams
 Seconded by: Karl Zimmerman
 Passed: Unanimously

To fund the above listed educational proposal #10 in the full amount requested.

RESOLUTION 2017.10 – APPROVAL OF MARKETING PROPOSALS

Motion by: Robert Mazza
 Seconded by: Karl Zimmerman
 Passed: Unanimously

To fund the above listed marketing proposals #11 and #13 in the full amounts requested.

RESOLUTION 2017.11 – APPROVAL OF MARKETING PROPOSALS

Motion by: John Landis
Seconded by: Robert Mazza
Passed: Unanimously

To fund the above listed marketing proposal #12 with the recommendations made by the board which will increase the funded amount by \$70,000. The PWA will resubmit a revised proposal with the adjusted funded request of \$220,000.

Revised grand total of research, marketing and educational projects to be funded is \$999,394.

PWA

Ms. Eckinger reported on PWA activities:

- Website
- Campaign
- Social Media
- Other Updates
- Annual Conference and WMRB Symposium

RESEARCH UPDATE

There are no updates.

MARKETING RFP

The board discussed creating a RFP for marketing. PDA will email the board with the timeline that is currently used in the RFP process for the Program. This will be added to the agenda for the meeting in May.

BOARD MEMBER TERMS

The following board member terms will expire June 30, 2017: Bradley Knapp, Joanne Levensgood and Karl Zimmerman.

EDUCATIONAL PIECE BY SWELL, LLC

Mr. O'Loughlin provided the board with the educational piece that was prepared for the Program. This document will be included in future mailing packets sent to new wineries.

NEXT BOARD MEETING

The next board meeting will be held on Tuesday, May 16, 2017 at the PA Department of Agriculture in Room 309 at 10:00 a.m. Future board meetings are scheduled for Tuesday, July 11; Tuesday, September 5 held via conference call; and Tuesday, November 14.

ADJOURNMENT

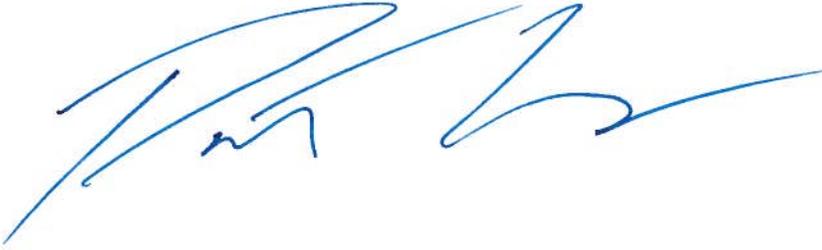
There being no further business, the meeting was adjourned at 1:15 p.m.

RESOLUTION 2017.12 – ADJOURNMENT

Motion by: Jamie Williams
Seconded by: John Landis
Passed: Unanimously

Respectfully Submitted:

Patrick Andrews
May 9, 2017

A handwritten signature in blue ink, appearing to read 'Patrick Andrews', written in a cursive style.