

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM

Minutes of the May 16, 2017 Board Meeting

PA Department of Agriculture, Room 309

Harrisburg, Pennsylvania

Public notice of the May 16, 2017 Pennsylvania Wine Marketing and Research Program Board meeting was given on May 11, 2017, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:05 a.m. Board members in attendance (in addition to Mr. Mazza) included Chris Dietz, David Hoffman, John Landis, Robert Mazza, Jonathan Patrono, Lela Reichart, Jamie Williams and Karl Zimmerman. Also attending was Diane Belles, Accountant for the Program; Tara Mondock, Penn State Extension; Jennifer Eckinger, Pennsylvania Wine Association; Jen Munsch, Pennsylvania Wine Association; Brook Duer, Pennsylvania Department of Agriculture; Laura England, Pennsylvania Department of Agriculture; Patrick Andrews, Pennsylvania Department of Agriculture and Jennifer D'Angelo attended and recorded the minutes. The following individuals attended a portion of the meeting: Gregory O'Loughlin, SWELL, LLC; Liz Diesel, Pennsylvania Wine Association. The following individuals from the Pennsylvania State University participated in a portion of the meeting via conference call: Ryan Elias, Michela Centinari and Helene Hopfer.

VISION WITH PSU

Board members and PSU personnel discussed the need for larger projects benefiting the industry and the need to discuss potential projects with other institutes wanting to do research. PSU will continue to have open communications with the board moving forward.

Dr. Centinari is interested in obtaining an updated grower survey. Ms. Reichart stated that the 2008 orchard and vineyard survey was done by NASS and funding has not been available since then to do another survey. The following individuals will work together to gather more information regarding estimated costs, obtaining the new information, etc. for this project: Mario Mazza, David Hoffman, Lela Reichart and Laura England.

MINUTES

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

RESOLUTION 2017.13 – ACCEPTANCE OF MARCH 15, 2017 MEETING MINUTES

Motion by: David Hoffman

Seconded by: Karl Zimmerman

Passed: Unanimously

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

FINANCIALS

Ms. Belles reviewed the financial reports prepared on May 10, 2017, for the period of July 1, 2016 – June 30, 2017. Actual revenue to date is \$224,123.75, cash carryover from July 1, 2016 is \$202,892.12; grand total expenses are \$297,001.19; cash funds available as of May 10, 2017 is \$130,014.68. Please disregard page four (4) of the financials.

RESOLUTION 2017.14 – ACCEPTANCE OF FINANCIAL REPORTS

Motion by: Chris Dietz

Seconded by: Lela Reichart

Passed: Unanimously

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

ONLINE PAYMENT SYSTEM

Board members discussed the option of online payments.

RESOLUTION 2017.15 – FUTURE ONLINE PAYMENT SYSTEM

Motion by: Jamie Williams

Seconded by: John Landis

Passed: Unanimously

To investigate an online payment system independent of the PA Department of Agriculture. The following individuals will work on this project: Jamie Williams, John Landis, Patrick Andrews and Jennifer D'Angelo.

ASSESSMENT REPORTS

Mr. Andrews reviewed the Summary of Assessment Forms 2017 Year-To-Date. As of May 10, 2017, \$30,666.79 has been collected from Pennsylvania wineries. There were 361 licensed wineries, 212 licensed wineries with no sales assessments reported, 149 producers with sales assessments and the number of producers paid was 118.

Mr. Andrews then reviewed the Assessment Income Analysis by Quarter. In the first quarter of 2017, \$28,733.39 was received and so far, \$1,933.40 was received in the second quarter.

RESOLUTION 2017.16 – ACCEPTANCE OF ASSESSMENT REPORTS

Motion by: Karl Zimmerman

Seconded by: David Hoffman

Passed: Unanimously

To accept the assessment reports presented by Mr. Andrews.

ACT 39 / GRANT AGREEMENT

Mr. Duer distributed copies of the Interagency Agreement with the PLCB which defines and outlines the procedure to be followed with regards to grants from the PLCB funding. As of right now, the PLCB will allocate within the state store fund one million dollars every fiscal year starting July 1 of each year, for the making of grants based upon this board's recommendations. The statute requires the board to have a much more transparent and open advertisement of

the availability of grants and a much more detailed system in terms of the review and approval of grants. Recommendations will be sent over to the PLCB and at a regular board meeting, the PLCB would review the recommendations and approve the making of the grants. Then PDA will complete the rest of the process.

RESOLUTION 2017.17 – INTERAGENCY AGREEMENT

Motion by: Chris Dietz

Seconded by: Lela Reichart

Passed: Unanimously

To ratify Chairman Mario Mazza's signature on the Interagency Agreement.

MARKETING RFP

This topic will be discussed at the meeting in July.

PWA

Ms. Eckinger reported on PWA activities:

- Website
- Campaign
- Social Media
- PR
- PA Wine Month

RESEARCH UPDATE

There are no updates at this time.

COMMONWEALTH EMAIL ACCOUNTS

The PDA offered the option for board members to have their own commonwealth email accounts. Board members chose not to utilize commonwealth email accounts.

CIDER ASSESSMENTS

A discussion took place regarding the double assessment of cider and how it will be tracked. Further discussion will take place at the July meeting. Mr. Duer will reach out to the guild and invite them to the July meeting.

RFP PROCESS AND TIMELINE

2016-2017 Act 39 funds – grants have been recommended, approved and are waiting to be encumbered. As of right now, the board has not decided to spend or allocate or budget any 2017-2018 ACMA funds.

Tentative process/timeline for 2017-2018 Act 39 funds: At the July meeting, approve the process and the RFP so that it can be sent out and then at the September meeting, have projects solicited for and be in the process of being solicited for review and approval at the November meeting (November meeting becomes a funding meeting).

Tentative process/timeline for 2018-2019 Act 39 funds: At the January meeting, approve the RFP so that it can be sent out and then at the March meeting, have projects solicited for and be in the process of being solicited for review and approval at the May meeting (May meeting becomes a funding meeting).

RESOLUTION 2017.18 – RFP PROCESS AND TIMELINE

Motion by: Jamie Williams

Seconded by: Chris Dietz

Passed: Unanimously

Part 1: The July, September and November meetings will be devoted to a three-step process to make recommendations with the fiscal year 2017-2018 PLCB money.

Part 2: Over the course of January, March and May meetings, engaging in the three-step process for the grants recommendations for the fiscal year 2018-2019 PLCB money.

ADJOURNMENT

There being no further business, the meeting was adjourned at 2:00 p.m.

RESOLUTION 2017.19 – ADJOURNMENT

Motion by: Karl Zimmerman

Seconded by: Jonathan Patrono

Passed: Unanimously

Respectfully Submitted:



Patrick Andrews

July 9, 2017