

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM**

Minutes of the July 11, 2017 Board Meeting  
PA Department of Agriculture, Room 309  
Harrisburg, Pennsylvania

Public notice of the July 11, 2017 Pennsylvania Wine Marketing and Research Program Board meeting was given on June 29, 2017, as stipulated by the Sunshine Law.

**CALL TO ORDER**

Mario Mazza, Chairman, called the meeting to order at 10:07 a.m. Board members in attendance (in addition to Mr. Mazza) included Chris Dietz (participated via conference call), David Hoffman, John Landis, Robert Mazza, Elwin Stewart, Lela Reichart, Jamie Williams and Karl Zimmerman. Also attending: Diane Belles, Accountant for the Program; Jennifer Eckinger, Pennsylvania Wine Association; Jen Munsch, Pennsylvania Wine Association; Brook Duer, Pennsylvania Department of Agriculture; Patrick Andrews, Pennsylvania Department of Agriculture and Jennifer D'Angelo, Pennsylvania Department of Agriculture, attended and recorded the minutes. The following individuals attended a portion of the meeting: Gregory O'Loughlin, SWELL, LLC and Staci Anderson, SWELL, LLC. The following individuals participated in a portion of the meeting via conference call: Jeffrey Hyde, Penn State Extension and Steve Frecon, Hard Cider Guild.

**ELECTION OF OFFICERS**

**RESOLUTION 2017.20 – ELECTION OF OFFICER – CHAIR**

Presented by: John Landis

Seconded by: Lela Reichart

Passed: Unanimously

To re-elect Mario Mazza as Chair for the 2017/2018 program year.

**RESOLUTION 2017.21 – CLOSE NOMINATIONS OF CHAIR**

Presented by: Karl Zimmerman

Seconded by: David Hoffman

Passed: Unanimously

To close nominations for board Chair.

**RESOLUTION 2017.22 – ELECTION OF OFFICER – VICE CHAIR**

Presented by: Robert Mazza

Seconded by: Karl Zimmerman

Passed: Unanimously

To re-elect Karl Zimmerman as Vice Chair for the 2017/2018 program year.

**RESOLUTION 2017.23 – CLOSE NOMINATIONS OF VICE CHAIR**

Presented by: David Hoffman

Seconded by: Mario Mazza

Passed: Unanimously

To close nominations for board Vice Chair.

**RESOLUTION 2017.24 – ELECTION OF OFFICER – SECRETARY-TREASURER**

Presented by: Lela Reichart

Seconded by: Mario Mazza

Passed: Unanimously

To re-elect John Landis as Secretary-Treasurer for the 2017/2018 program year.

**RESOLUTION 2017.25 – CLOSE NOMINATIONS OF SECRETARY-TREASURER**

Presented by: Robert Mazza

Seconded by: Elwin Stewart

Passed: Unanimously

To close nominations for board Secretary-Treasurer.

**SUBCOMMITTEES**

- Marketing Subcommittee: Mario Mazza and Chris Dietz
- Research Subcommittee: Elwin Stewart, Karl Zimmerman and Jamie Williams

**New Committees**

- Institutional Relations: Lela Reichart, Jonathan Patrono and Robert Mazza
- Industry Relations: David Hoffman and John Landis
- Finance: John Landis, Jamie Williams and Diane Belles

**RESOLUTION 2017.26 – CREATION OF NEW COMMITTEES AND ADOPTION OF APPOINTMENTS**

Presented by: Jamie Williams

Seconded by: David Hoffman

Passed: Unanimously

To adopt the new committee structure as well as all the subcommittee and committee appointments listed above.

**MINUTES**

Minutes of the May 16, 2017 meeting were emailed to board members for their review.

**RESOLUTION 2017.27 –ACCEPTANCE OF AMENDED MAY 16, 2017 MINUTES**

Presented by: Karl Zimmerman

Seconded by: Elwin Stewart

Passed: Unanimously

To accept the minutes of the May 16, 2017 meeting with the addition of Diane Belles to be included in the motion (Resolution 2017.15) for the online payment system working group.

**FINANCIALS**

Ms. Belles reviewed the financial reports for the period of July 1, 2016 – June 30, 2017. Actual revenue to date is \$248,977.51, cash carryover from July 1, 2016 is \$202,892.12; grand total expenses are \$314,348.87; cash funds available as of June 30, 2017 is \$137,520.76.

**RESOLUTION 2017.28 – ACCEPTANCE OF FINANCIAL REPORTS**

Motion by: Robert Mazza

Seconded by: Karl Zimmerman

Passed: Unanimously

To accept the financial reports for July 1, 2016 – June 30, 2017 prepared by Ms. Belles.

**ASSESSMENT REPORT**

Mr. Andrews reviewed the Assessment Analysis by Quarter report. \$34,045.46 was received in the first quarter of 2017 and so far, \$20,760.42 was received in the second quarter, for a total of \$54,805.88. There are currently 298 active wineries, 171 wineries have logged their assessments, and 136 wineries have submitted payments for their assessments.

**RESOLUTION 2017.29 – ACCEPTANCE OF ASSESSMENT REPORT**

Motion by: John Landis

Seconded by: Elwin Stewart

Passed: Unanimously

To accept the assessment report presented by Mr. Andrews.

**UPDATE FROM PSU**

Mr. Hyde provided an update on the enology position and the industry survey/census.

**SUBCOMMITTEE UPDATES**

Research – There are no updates at this time.

Online Payments Working Group – Mr. Williams provided an update regarding topics discussed during a recent conference call. The Program will have to wait to proceed with many of these items since PDA is working on a new program for the commodity programs. The following was discussed:

Reporting timeline – there currently is no reporting timeline for wineries. More parameters need to be in place for recording data. The Program needs to capture production numbers, grape numbers, and non-grape commodities, including where did the non-grape commodities come from. Essentially, the Program needs industry metrics. The payment situation varies – the goal with a new system is to have producers choose how they will report (monthly, quarterly, or annually). Payments need to reference specific assessments. More details need to be listed on the transmittal report for Ms. Belles. Ms. Belles is currently working with an outdated version of QuickBooks – the Program can purchase an updated version for Ms. Belles to utilize. The Program should be utilizing a Pennsylvania bank.

**RESOLUTION 2017.30 – QUICKBOOKS UPGRADE**

Motion by: Jamie Williams

Seconded by: John Landis

Passed: Unanimously

To upgrade Ms. Belles' QuickBooks.

## **TASKS FOR SUBCOMMITTEES/COMMITTEES**

- Research – Will provide feedback at the next meeting regarding the pre-proposal that was received from Penn State.
- Institutional Relations – Interfacing and reaching out to the PLCB regarding the budget of the operations report.
- Finance – Research the options for an interest bearing account as well as an endowment fund. The committee will provide an update at the next board meeting.
- Industry Relations – Consider recommendations for updating the website and/or the option of having a separate website from the PDA.

## **PWA UPDATE**

- Campaign – Made in PA Wine Land
- PA Wine Month 2017
- Preparing for the Future
- Website – Pennsylvaniawine.com
- Social Media
- PR

## **HARD CIDER ASSESSMENT**

Mr. Duer informed the board that the PA Cider Guild is asking for a forbearance on collecting a wine assessment from those who are making hard cider under a limited winery license. Board members, Mr. Duer and Mr. Frecon discussed the double assessment issue and the challenges of the PLCB license categories. Mr. Mario Mazza stated that as of right now, the board is not prepared to settle on a specific language with regards to avoiding a double assessment.

## **RFP PROCESS AND TIMELINE**

Mr. Duer reviewed Attachment "A", Grant Solicitation and Application Procedures.

### **RESOLUTION 2017.31 – REVISE SECTION 5 – SCORING OF APPLICATIONS**

Motion by: Jamie Williams

Seconded by: David Hoffman

Passed: Unanimously

To eliminate category C in Section 5 and assign a 20-point score for each of the following categories A, B, D, E, and F.

### **RESOLUTION 2017.32 – REVISE SECTION 3 – APPLICATION DEADLINE**

Motion by: Jamie Williams

Seconded by: Karl Zimmerman

Passed: Unanimously

To list the application/proposal deadline in Section 3 as Friday, September 1, 2017.

The grant solicitation/application will be published in the Pennsylvania Bulletin on Saturday, July 29, 2017.

Mr. Duer will also add the following in Section 3 – Application Deadline: Applicants are expected to participate by conference call to provide a brief 3-5-minute presentation at the next board meeting which is scheduled for September 5.

The board discussed who will receive the grant solicitation announcement and application procedures. The initial list includes the following: PSU, Pitt, Temple, Lincoln, Delaware Valley University, and all 14 PASSHE universities, plus other personnel who have received prior grants.

#### **HERBICIDE ISSUES**

Mr. Zimmerman passed out documents regarding herbicide issues.

#### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 1:37 p.m.

#### **RESOLUTION 2017.33 – ADJOURNMENT**

Motion by: Robert Mazza  
Seconded by: Jamie Williams  
Passed: Unanimously

Respectfully Submitted:



Patrick Andrews  
August 3, 2017