

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
Minutes of the July 12, 2016 Board Meeting
PA Department of Agriculture, Room 309
Harrisburg, Pennsylvania

Public notice of the July 12, 2016 Pennsylvania Wine Marketing and Research Program Board meeting was given on July 5, 2016, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:10 a.m. Board members in attendance (in addition to Mr. Mazza) included David Hoffman, Bradley Knapp, John Landis, Joanne Levensgood, Jonathan Patrono, Elwin Stewart and Karl Zimmerman. Also attending was Jennifer Eckinger, Pennsylvania Wine Association; Denise Gardner, Penn State Cooperative Extension; Michela Centinari, Penn State Cooperative Extension; Diane Belles, Accountant for the Program, Brook Duer, Pennsylvania Department of Agriculture; Morgan Sheffield, Pennsylvania Department of Agriculture; and Jennifer D'Angelo attended and recorded the minutes.

DEPARTMENT OF AGRICULTURE PERSONNEL

Mr. Mazza informed the board that Samantha Snyder is no longer with the Department. Ms. Snyder is now working in the mushroom industry.

BOARD MEMBERS

Mr. Mazza acknowledged the reappointment of the following board members: John Landis and Elwin Stewart. Mr. Mazza acknowledged the appointment of the following new board member: Jonathan Patrono.

2016-2017 BOARD NOMINATIONS

Mr. Duer opened the floor for the election of officers.

RESOLUTION 2016.19 – ELECTION OF OFFICERS – CHAIRMAN

Motion by: John Landis

Seconded by: Karl Zimmerman

Passed: Unanimously

To re-elect Mr. Mario Mazza as Chairman of the PA Wine Marketing and Research Program.

RESOLUTION 2016.20 – ELECTION OF OFFICERS – VICE CHAIRMAN

Motion by: John Landis

Seconded by: Elwin Stewart

Passed: Unanimously

To re-elect Mr. Karl Zimmerman as Vice Chairman of the PA Wine Marketing and Research Program.

RESOLUTION 2016.21 – ELECTION OF OFFICERS – SECRETARY-TREASURER

Motion by: Bradley Knapp

Seconded by: Karl Zimmerman

Passed: Unanimously

To re-elect Mr. John Landis as Secretary-Treasurer of the PA Wine Marketing and Research Program.

2016-2017 MARKETING AND RESEARCH SUBCOMMITTEES

Board members discussed the individuals who are currently on the marketing and research subcommittees. The following board members will be on the marketing subcommittee: Mario Mazza, Jonathan Patrono, and Karl Zimmerman. The following board members will be on the research subcommittee: David Hoffman, Bradley Knapp, Joanne Levengood, and Elwin Stewart.

MINUTES

Minutes of the May 10, 2016 meeting were emailed to Board members for their review in advance of the meeting.

RESOLUTION 2016.22 – ACCEPTANCE OF MAY 10, 2016 MINUTES

Motion by: Elwin Stewart

Seconded by: Bradley Knapp

Passed: Unanimously

To accept the minutes of the May 10, 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 \$252,662.15, cash carryover from July 1, 2015 is \$234,743.33; expenses are \$289,788.71; cash funds available as of June 30, 2016 is \$197,616.77.

Ms. Belles will reach out to Garcia, Garman and Shea, PC to start the audit process.

RESOLUTION 2016.23 – ACCEPTANCE OF FINANCIAL REPORT

Motion by: Bradley Knapp

Seconded by: David Hoffman

Passed: Unanimously

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

ASSESSMENT REPORTS

Ms. Sheffield reviewed the Summary of Assessment Forms 2016 Year-To-Date. As of July 1, 2016, \$43,779.86 has been collected from Pennsylvania wineries. There were 333 licensed wineries, 176 licensed wineries with no sales assessments reported, 157 producers with sales assessments and the number of producers paid was 120.

Ms. Sheffield then reviewed the Assessment Income Analysis by Quarter. In the first quarter of 2016, \$27,052.92 was received and so far \$16,726.94 was received in the second quarter for a total of \$43,779.86 collected.

Mr. Mazza asked the status of the enforcement issues regarding wineries that are not reporting sales to the PLCB or to the PWRB. This information was discussed at the last board meeting and Ms. Snyder was going to reach out to Mr. Duer and the PLCB to schedule a meeting. Mr. Duer was not informed regarding this issue but would follow-up with Ms. Sheffield to discuss at a later date.

Board members discussed the reoccurring issues with the online reporting system. The PLCB did move the link on their website which created some of the issues. Anyone who is having issues with the reporting system may contact Ms. D'Angelo so she can inform IT.

DELINQUENTS

Ms. Sheffield stated that there are two delinquents from 2013 and six delinquents from 2014. There are three delinquent wineries from 2014 that owe over \$100. Letters were sent under the Bureau Director's signature on April 28. Delinquent wineries are to receive one warning letter and then the information is given to the legal office to file at the district justice.

RESOLUTION 2016.24 – ACCEPTANCE OF ASSESSMENT REPORTS AND DELINQUENT REPORT

Motion by: John Landis

Seconded by: Bradley Knapp

Passed: Unanimously

To accept the assessment reports and delinquent reports presented by Ms. Sheffield.

PWA

Ms. Eckinger reported on PWA activities:

- Legislative
- Annual Conference/WMRB Summit will be March 28 and 29, 2017
- Festivals
- Marketing
 - Next committee meeting is today after the PWMRP board meeting
 - PA WineLand Spring-Summer Advertising and Promotions
- PR Efforts
- Social Media

SUBCOMMITTEE UPDATES

Marketing – Updates were provided by Ms. Eckinger.

Research – No updates at this time.

HACC

The importance of the program remaining a credited program was discussed. Mr. Mazza will write a letter to HACC expressing support of the program as well as stressing the importance of having it remain a credited program.

NEXT BOARD MEETING

The next board meeting will be held on Tuesday, September 6, 2016 via conference call. A future board meeting is scheduled for Tuesday, November 15, 2016.

ADJOURNMENT

There being no further business, the meeting was adjourned at 11:46 p.m.

RESOLUTION 2016.25 – ADJOURNMENT

Motion by: Karl Zimmerman

Seconded by: Elwin Stewart

Passed: Unanimously

Respectfully Submitted:

Morgan Sheffield

Morgan Sheffield
August 23, 2016