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 Levengood, 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 Patrano, 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 PWMRB. 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
  o Next committee meeting is today after the PWMRP board meeting
  o 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
August 23, 2016