Public notice of the July 14, 2015 Pennsylvania Wine Marketing and Research Program Board meeting was given on July 9, 2015, as stipulated by the Sunshine Law.

**CALL TO ORDER**
Mario Mazza, Chairman, called the meeting to order at 10:18 a.m. Board members in attendance (in addition to Mr. Mazza) included David Hoffman, John Landis, Joanne Levengood, Douglas Moorhead and Karl Zimmerman. Also attending was Jennifer Eckinger, Pennsylvania Wine Association; Chardan Huston, Pennsylvania Wine Association; Gregory O’Loughlin, SWELL, LLC; Michael Masiuk, Penn State Cooperative Extension; Michela Centinari, Penn State Cooperative Extension; Denise Gardner, Extension Enologist, Penn State Cooperative Extension Office; Deputy Secretary Hannah Smith-Brubaker, Pennsylvania Department of Agriculture; Samantha Snyder, Pennsylvania Department of Agriculture; Jennifer D’Angelo attended and recorded the minutes.

**2015-2016 BOARD NOMINATIONS**
Mr. Mazza opened the floor for the election of officers.

**RESOLUTION 2015.22 – 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 2015.23 – ELECTION OF OFFICERS – VICE CHAIRMAN**
Motion by: Douglas Moorhead  
Seconded by: John Landis  
Passed: Unanimously  
To elect Mr. Karl Zimmerman as Vice Chairman of the PA Wine Marketing and Research Program.

**RESOLUTION 2015.24 – ELECTION OF OFFICERS – SECRETARY-TREASURER**
Motion by: Karl Zimmerman  
Seconded by: Douglas Moorhead  
Passed: Unanimously  
To re-elect Mr. John Landis as Secretary-Treasurer of the PA Wine Marketing and Research Program.

**2015-2016 MARKETING AND RESEARCH SUBCOMMITTEES**
Board members discussed the individuals who are currently on the marketing and research subcommittees.
RESOLUTION 2015.25 – MARKETING AND RESEARCH SUBCOMMITTEES
Motion by: John Landis
Seconded by: Douglas Moorhead
Passed: Unanimously
The following board members will remain on the marketing and research subcommittees:
Marketing – Mario Mazza, Douglas Moorhead and Karl Zimmerman. Research – Bradley
Knapp, Elwin Stewart and Joanne Levengood.

MINUTES
Minutes of the May 19, 2015 meeting were emailed to Board members for their review in advance of
the meeting.

RESOLUTION 2015.26 – ACCEPTANCE OF MAY 19, 2015 MINUTES
Motion by: Douglas Moorhead
Seconded by: Karl Zimmerman
Passed: Unanimously
To accept the minutes of the May 19, 2015 meeting.

FINANCIALS
Mr. Landis reviewed the financial reports prepared by Ms. Belles for July 1, 2014 – June 30, 2015
and July 1, 2015 – June 30, 2016 (projected budget).

The revenue for July 1, 2014 – June 30, 2015 is $198,877.99 and cash funds available as of June 30,
2015 is $234,723.93.

The Projected Budget Report for July 1, 2015 – June 30, 2016 shows $434,723.93 as projected funds
available and $395,709.50 listed as expenses.

RESOLUTION 2015.27 – ACCEPTANCE OF FINANCIAL REPORTS
Motion by: Dave Hoffman
Seconded by: Douglas Moorhead
Passed: Unanimously
To accept the financial reports for July 1, 2014 – June 30, 2015 and the Projected Budget for

ASSESSMENT REPORTS
Ms. Snyder reviewed the Summary of Assessment Forms 2015 Year-To-Date. As of July 7, 2015,
$56,526.62 has been collected from Pennsylvania wineries. There were 309 licensed wineries, 157
licensed wineries with no sales assessments reported, 152 producers with sales assessments and the
number of producers paid was 121.

Ms. Snyder then reviewed the Assessment Income Analysis by Quarter. In the first quarter of 2015,
$34,642.97 was received and $21,883.65 was received in the second quarter for a total of
$56,526.62.

2013 DELINQUENTS
Ms. Snyder informed the board members that all 10 delinquent wineries were called. If there is an
error then it is up to the winery to contact the PLCB to correct the issue. There are three non-payers
– the Program would receive approximately $1,000 from these wineries.
RESOLUTION 2015.28 – ACCEPTANCE OF ASSESSMENT REPORTS AND DELINQUENT REPORT
Motion by: Douglas Moorhead
Seconded by: Karl Zimmerman
Passed: Unanimously
To accept the assessment reports and delinquent report presented by Ms. Snyder.

AUDITOR CONTRACT/AGREEMENT
Ms. Snyder discussed the auditor contract/agreement submitted by Garcia Garman and Shea, PC. The gross fee will not exceed $1,000 per year. The contract/agreement period covers years ending June 30, 2015, 2016, 2017, 2018 with the option to extend to June 30, 2019 and 2020.

RESOLUTION 2015.29 – APPROVAL OF NEW AUDITOR CONTRACT
Presented by: Dave Hoffman
Seconded by: Douglass Moorhead
Passed: Unanimously
To accept the auditor contract/agreement submitted by Garcia Garman and Shea, PC on May 14, 2015.

NO-COST EXTENSION REQUEST FROM ROBERT CRASSWELLER
A letter was submitted by Dr. Crassweller requesting a no-cost extension for project ME# 44144995 – Maintenance of Wine Grape Cultivar Trials in Pennsylvania for 2014. The original project date was July 1, 2014 – July 1, 2015. Dr. Crassweller is requesting the performance end date to be changed to December 1, 2015.

RESOLUTION 2015.30 – APPROVAL OF NO-COST EXTENSION
Motion by: Douglas Moorhead
Seconded by: Dave Hoffman
Passed: Unanimously
To approve the no-cost extension submitted by Dr. Crassweller for ME# 44144995 – extended date to December 1, 2015.

PWA
Ms. Eckinger reported on PWA activities:
• Legislative
• Festivals
  o Seven Springs – Scheduled for August 28, 29 and 30
  o PA Wine Land – Scheduled for September 26
• Annual Conference/WMRB Summit
• Marketing
  o Next committee meeting will take place following the PWMRP board meeting today
  o More #s from PA Wine Land
  o Tourism Outreach + Co-Op Program
• Wine Trail Promotion
• PR Efforts
• PA Wine Month
• Guide
• Social Media
PENNSYLVANIA WINES – MARKETING AND PROMOTIONS
Mr. O’Loughlin provided the board with an update on the marketing campaign.

SUBCOMMITTEE UPDATES
There are no updates.

PENN STATE EXTENSION UPDATE
Mr. Masiuk provided a hand-out with Penn State Extension contact and resource information. A discussion took place regarding ways of getting the hand-out distributed. The vacancy of Mark Chien’s position and current budget situation was discussed.

NEXT BOARD MEETING
The next board meeting will be held on Tuesday, September 1, 2015 via conference call. A future meeting is also scheduled for Tuesday, November 10, 2015.

ADJOURNMENT
There being no further business, the meeting was adjourned at 11:39 a.m.

RESOLUTION 2015.31 – ADJOURNMENT
Motion by: Douglas Moorhead
Seconded by: Karl Zimmerman
Passed: Unanimously

Respectfully Submitted:

Samantha Snyder
August 20, 2015