

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
September 1, 2015 Board Meeting
PA Department of Agriculture, Room 310
Harrisburg, Pennsylvania
Conference Call

Public notice of the September 1, 2015 Pennsylvania Wine Marketing and Research Program Board meeting was given on August 30, 2015, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:06 a.m. Participating board members (in addition to Mr. Mazza) included David Hoffman, John Landis, and Karl Zimmerman. Board member Joanne Levengood participated in a portion of the meeting. Also participating in the conference call was Jennifer Eckinger, Pennsylvania Wine Association; Samantha Snyder, Pennsylvania Department of Agriculture, representing the Secretary of Agriculture; and Jennifer D'Angelo, Pennsylvania Department of Agriculture. Diane Belles, Accountant for the Program participated in a portion of the meeting.

MINUTES

Minutes of the July 14, 2015 meeting were emailed to Board members for their review in advance of the meeting.

RESOLUTION 2015.32 – ACCEPTANCE OF JULY 14, 2015 MINUTES

Motion by: Karl Zimmerman
Seconded by: John Landis
Passed: Unanimously
To accept the minutes of the July 14, 2015 meeting.

FINANCIALS

Mr. Landis reviewed the financial reports prepared by Ms. Belles for July 1, 2015 – June 30, 2016. There has not been much activity since July 1.

The Program just received two invoices from the Pennsylvania State University: 1) \$12,500 invoice for the Penn State Extension viticulture position for the period of July 1, 2015 – September 30, 2015 and 2) \$7,793 invoice for the operational expenses of the Penn State Extension enology educator position for the period of July 1, 2015 – June 30, 2016.

PDA will reach out to Penn State regarding invoices and reports for the prior year projects listed on the financial reports.

Ms. Belles joined the conference call and asked for confirmation on where the \$23,000 winery guide line item should be listed on the financial reports. It was determined that the \$23,000 winery guide line item should be taken out of the same line item for the PA Wine Marketing Plan.

RESOLUTION 2015.33 – ACCEPTANCE OF FINANCIAL REPORTS

Motion by: David Hoffman
Seconded by: Karl Zimmerman
Passed: Unanimously
To accept the financial reports for July 1, 2015 – June 30, 2016.

ASSESSMENT REPORTS

Ms. Snyder reviewed the Summary of Assessment Forms 2015 Year-To-Date. As of August 25, 2015, \$85,283.30 has been collected from Pennsylvania wineries. There were 308 licensed wineries, 145 licensed wineries with no sales assessments reported, 163 producers with sales assessments and the number of producers paid was 132.

Ms. Snyder then reviewed the Assessment Income Analysis by Quarter. In the first quarter of 2015, \$35,075.18 was received, \$41,499.54 was received in the second quarter, \$8,708.58 was received in the third quarter for a total of \$85,283.30.

2013 DELINQUENTS

Ms. Snyder informed the board members that there were three delinquents remaining for 2013. There is one non-payer and the other two wineries have made partial payments. The next step will be a letter sent by the Department's Legal Office.

Ms. Eckinger asked the board for confirmation if the three delinquent wineries should be listed in the winery guide. Board members discussed the options and decided that the three wineries can remain in the winery guide.

RESOLUTION 2015.34 – ACCEPTANCE OF ASSESSMENT REPORTS AND DELINQUENT REPORT

Motion by: John Landis

Seconded by: David Hoffman

Passed: Unanimously

To accept the assessment reports and delinquent report presented by Ms. Snyder.

PWA

Ms. Eckinger reported and provided a handout on PWA activities:

- Legislative
- Festivals
 - PA Wine Land – Scheduled for September 26
- Farm Show
- Annual Conference/WMRB Summit
- Marketing
 - Next committee meeting will take place following the November PWMRP board meeting
 - More #s from PA Wine Land
 - Wine Guide
 - Looking Ahead
 - PR Efforts
 - PA Wine Month
- Social Media

SUBCOMMITTEE UPDATES

Marketing – updates were provided by Ms. Eckinger. Research – there are no updates at this time.

GRANT PROPOSAL TIMELINE FOR 2016-2017

The grant proposal timeline for 2016-2017 was provided to board members as well as comments from researchers regarding the timeline. The contract/agreement project period will be from April 1, 2016 – March 31, 2017. Board members were in agreement with the proposed timeline. Ms. D'Angelo will email pertinent dates to researchers regarding the grant proposals for 2016-2017.

SCHEDULING OF 2016 BOARD MEETINGS

2016 board meetings will be scheduled at the PA Department of Agriculture for the following dates: Tuesday, February 9, 2016; Tuesday, March 15, 2016; Tuesday, May 10, 2016, Tuesday, July 12, 2016; Tuesday, September 6, 2016 held via conference call; and Tuesday, November 15, 2016.

NEXT BOARD MEETING

The next board meeting will be held on Tuesday, November 10, 2015.

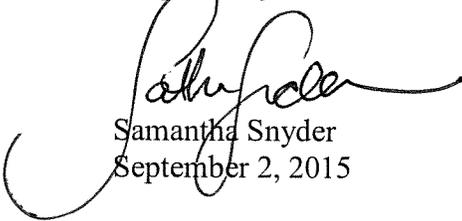
ADJOURNMENT

There being no further business, the meeting was adjourned at 10:55 a.m.

RESOLUTION 2015.35 – ADJOURNMENT

Motion by: John Landis
Seconded by: Karl Zimmerman
Passed: Unanimously

Respectfully Submitted:



Samantha Snyder
September 2, 2015