

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM

Minutes of the September 5, 2017 Board Meeting

PA Department of Agriculture, Room 202

Harrisburg, Pennsylvania

Public notice of the September 5, 2017 Pennsylvania Wine Marketing and Research Program Board meeting was given on August 31, 2017, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:06 a.m. Board members in attendance via conference call (in addition to Mr. Mazza) included Chris Dietz, David Hoffman, John Landis, Jonathan Patrono, John Skrip, III, Elwin Stewart, Jamie Williams, Charles Zaleski, Jr., and Karl Zimmerman. Also, attending via conference call were: Diane Belles, Accountant for the Program and Brook Duer, Pennsylvania Department of Agriculture. Laura England, 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 via conference call: Jeffrey Hyde, Penn State Extension; Justine Vanden Heuvel, Cornell University; John Hayes, The Pennsylvania State University; Michela Centinari, The Pennsylvania State University; Helene Hopfer (presented on behalf of Ryan Elias), The Pennsylvania State University; Roger Hibbs, Kutztown University; Denise Gardner, Wine Consultant; Michael Stershic, Discover Lehigh Valley; Jennifer Eckinger, Pennsylvania Wine Association; Gregory O'Loughlin, SWELL, LLC; and Jaccii Farris, Julian Farris Films.

PRESENTATION OF PROPOSALS

The following proposals were presented for funding consideration:

PROJECT TITLE	APPLICANT	REQUESTED AMOUNT
1) Screening Soil Microbial Stimulators for Potential Effectiveness in Northeastern Vineyards	Justine Vanden Heuvel Cornell University	\$14,025.00
2) Rotundone as a Potential Impact Compound for PA Wines	John Hayes PSU	\$97,321.00
3) Defining Regional Typicity of Gruner Veltliner Wines	Michela Centinari PSU	\$195,622.00
4) Evaluating the Impact of Under-Trellis Groundcover Practices on Winegrape Production Profitability and Sustainability	Michela Centinari PSU	\$51,978.00
5) Boosting Polyfunctional Thiols and Other Aroma Compounds in White Hybrid Wines Through Foliar Nitrogen and Sulfur Application	Ryan Elias PSU	\$101,543.00
6) The Best Suited Wine Varietals for Pennsylvania as Determined by Grower and Retailer Information and a Preliminary Consumer-Based Blind-Tasting with Competitive Wine Varietals. In Addition, a Literature Review of the Best Industry Promotional Practices is Conducted.	Roger Hibbs Kutztown University	\$22,500.00
7) Pennsylvania Wine Industry Sponsorship for the 2018 American Society of Enology and Viticulture - Eastern Section Conference	Denise Gardner and Michela Centinari PSU	\$20,000.00
8) Lehigh Valley Wine Region Marketing Program	Michael Stershic Discover Lehigh Valley	\$132,000.00
9) Pennsylvania Wine Land Statewide Marketing and Promotions	PWA	\$550,000.00
10) "Sisterhood of the Vines" Documentary Project	Jaccii Farris Julian Farris Films	\$64,338.75
TOTAL REQUESTED AMOUNT		\$1,249,327.75

MINUTES

Minutes of the July 11, 2017 meeting were emailed to board members for their review.

RESOLUTION 2017.34 –ACCEPTANCE OF JULY 11, 2017 MINUTES

Presented by: Chris Dietz

Seconded by: John Landis

Passed: Unanimously

To accept the minutes of the July 11, 2017 meeting.

FINANCIALS

Ms. Belles reviewed the financial reports for the period of July 1, 2017 – June 30, 2018. Actual revenue as of August 31, 2017 is \$47,208.65, cash carryover from July 1, 2017 is \$137,358.49; grand total expenses are \$10,748.57; cash funds available as of August 31, 2017 is \$173,818.57.

RESOLUTION 2017.35 – ACCEPTANCE OF FINANCIAL REPORTS

Motion by: Elwin Stewart

Seconded by: Jamie Williams

Passed: Unanimously

To accept the financial reports for July 1, 2017 – June 30, 2018 prepared by Ms. Belles.

ASSESSMENT REPORT

Ms. England reviewed the Assessment Analysis by Quarter report. \$35,389.47 was received in the first quarter of 2017, \$43,797.87 was received in the second quarter, and so far, \$25,433.83 was received in the third quarter, for a total of \$104,621.17. There are currently 298 active wineries, 178 wineries have logged their assessments, and 150 wineries have submitted payments for their assessments.

RESOLUTION 2017.36 – ACCEPTANCE OF ASSESSMENT REPORT

Motion by: John Landis

Seconded by: David Hoffman

Passed: Unanimously

To accept the assessment report presented by Ms. England.

AUDIT

Ms. England informed the board that Patrick Andrews is working on the 2015 audit.

UPDATE FROM PSU

Mr. Hyde provided an update on the enology educator position and informed the board that the first candidate will be interviewed on Monday, September 11.

PWA UPDATE

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

- Social Media
- PR

SUBCOMMITTEE UPDATES

Updates will be given at the November meeting.

DISCUSSION REGARDING PROPOSALS

Board members briefly discussed the proposals that were presented today.

RESOLUTION 2017.37 – TABLE FINAL FUNDING DECISIONS

Motion by: Charles Zaleski, Jr.

Seconded by: David Hoffman

Passed: Unanimously

To table the final funding decisions for this round of proposals for the PLCB Act 39 fiscal year 2017-2018 money until the November 14 board meeting to allow for the board members to further discuss the issues and items that have been brought up due to the new set of proposals.

ADJOURNMENT

There being no further business, the meeting was adjourned at 12:20 p.m.

Respectfully Submitted:



Laura England
September 11, 2017