

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM

Minutes of the November 14, 2017 Board Meeting

PA Department of Agriculture, Room 202

Harrisburg, Pennsylvania

Public notice of the November 14, 2017 Pennsylvania Wine Marketing and Research Program Board meeting was given on November 2, 2017, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:05 a.m. Board members in attendance (in addition to Mr. Mazza) included Chris Dietz (via conference call), David Hoffman, John Landis, Robert Mazza, Jonathan Patrono, Lela Reichart, John Skrip, III, Elwin Stewart, Charles Zaleski, Jr., and Karl Zimmerman. Also, attending were: Brook Duer, Pennsylvania Department of Agriculture; Laura England, Pennsylvania Department of Agriculture; Patrick Andrews, 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: Diane Belles, Accountant for the Program; Jennifer Eckinger, Pennsylvania Wine Association; Liz Diesel, Pennsylvania Wine Association; Jen Munsch, Pennsylvania Wine Association; Gregory O'Loughlin, SWELL, LLC; Staci Anderson, SWELL, LLC; Sven Spichiger, Pennsylvania Department of Agriculture; and Len Brylewski, Pennsylvania Department of Agriculture.

MINUTES

Minutes of the September 5, 2017 meeting were emailed to board members for their review.

RESOLUTION 2017.38 –ACCEPTANCE OF SEPTEMBER 5, 2017 MINUTES

Presented by: Robert Mazza

Seconded by: Lela Reichart

Passed: Unanimously

To accept the minutes of the September 5, 2017 meeting.

FINANCIALS

Ms. Belles reviewed the financial reports for the period of July 1, 2017 – June 30, 2018. Actual revenue as of November 6, 2017 is \$83,007.05, cash carryover from July 1, 2017 is \$137,358.49; grand total expenses are \$12,496.90; cash funds available as of November 6, 2017 is \$207,868.64.

RESOLUTION 2017.39 – ACCEPTANCE OF FINANCIAL REPORTS

Motion by: Robert Mazza

Seconded by: Karl Zimmerman

Passed: Unanimously

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

RESERVED FUNDS

The board discussed the ACMA funds.

RESOLUTION 2017.40 – INTEREST-BEARING ACCOUNT FOR ACMA FUNDS

Motion by: John Landis

Seconded by: Karl Zimmerman

Passed: Unanimously

To investigate and put the ACMA money into an accessible interest-bearing account.

ASSESSMENT REPORT

Mr. Andrews reviewed the Assessment Analysis by Quarter report. \$35,389.47 was received in the first quarter of 2017, \$43,807.43 was received in the second quarter, \$49,905.75 was received in the third quarter, and so far, \$1,822.53 was received in the fourth quarter, for a total of \$130,925.18. There are currently 298 active wineries, 186 wineries have logged their assessments, and 157 wineries have submitted payments for their assessments.

RESOLUTION 2017.41 – ACCEPTANCE OF ASSESSMENT REPORT

Motion by: David Hoffman

Seconded by: Charles Zaleski, Jr.

Passed: Unanimously

To accept the assessment report presented by Mr. Andrews.

AUDIT

Mr. Andrews informed the board that he is working on the 2015 audit to accurately verify the data on what is still owed to the Program.

PSU UPDATE

Mr. Mario Mazza informed the board that Dr. Molly Kelly has been hired and accepted for the extension enology position. Dr. Kelly will start in February. The extension viticulturist position has not been re-filled. Director Michael Campbell of the Lake Erie Regional Grape Research and Extension Center has been invited to attend the next board meeting.

PWA UPDATE

- Campaign – Made in PA Wine Land
- PA Wine Month 2017
- PA Wine Trails Grants
- Preparing for the Future
- Website – Pennsylvaniawine.com
- Social Media
- PR

SUBCOMMITTEE UPDATES

There are no subcommittee updates at this time.

DISCUSSION AND SELECTION OF PROPOSALS

The following proposals were discussed 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

RESOLUTION 2017.42 – PROPOSALS NOT FUNDED

Motion by: Jonathan Patrono
 Seconded by: Elwin Stewart
 Passed: Unanimously
 To not fund proposals 6, 8 and 10.

RESOLUTION 2017.43 – PROPOSALS FUNDED PENDING NEGOTIATION

Motion by: John Skrip, III
 Seconded by: Lela Reichart
 Passed: Unanimously
 To approve remaining projects 1 - 5, 7 and 9 with exact amounts to be funded pending the negotiation of indirect, fringe and salary percentages with all affected institutions not strictly research institutions.

Mr. Stewart and Ms. Reichart will work on the indirect and fringe negotiations.

PDA will provide a letter to applicants regarding proposals not funded and proposals that were approved contingent upon negotiations on indirect, fringe and salary percentages.

RFP

Brook will provide an updated RFP in context with the items that were discussed and will email it to board members for review and feedback prior to the next solicitation of proposals.

RESOLUTION 2017.44 – AUTHORITY FOR CHAIR TO APPROVE NEXT RFP

Motion by: Karl Zimmerman

Seconded by: John Landis

Passed: Unanimously

To delegate the authority to Chair Mario Mazza to approve the next issuance of a RFP for research proposals which will be contemplated as the 2018-2019 solicitation for a January publication date.

SCHEDULING OF 2018 BOARD MEETINGS

2018 board meetings will take place on the following dates: Tuesday, February 13; Tuesday, March 13; Tuesday, May 8; Tuesday, July 10; Tuesday, September 4 held via conference call; and Tuesday, November 13.

ADJOURNMENT

There being no further business, the meeting was adjourned at 2:08 p.m.

RESOLUTION 2017.45 – ADJOURNMENT

Motion by: Robert Mazza

Seconded by: Elwin Stewart

Passed: Unanimously

Respectfully Submitted:



Patrick Andrews
November 20, 2017