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 Patruno, Lela Reichart, John Skrip, Ill, 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:

<table>
<thead>
<tr>
<th>PROJECT TITLE</th>
<th>APPLICANT</th>
<th>REQUESTED AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Screening Soil Microbial Stimulators for Potential Effectiveness in Northeastern Vineyards</td>
<td>Justine Vanden Heuvel Cornell University</td>
<td>$14,025.00</td>
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<tr>
<td>2) Rotundone as a Potential Impact Compound for PA Wines</td>
<td>John Hayes PSU</td>
<td>$97,321.00</td>
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<tr>
<td>3) Defining Regional Typicity of Gruner Veltliner Wines</td>
<td>Michela Centinari PSU</td>
<td>$195,622.00</td>
</tr>
<tr>
<td>4) Evaluating the Impact of Under-Trellis Groundcover Practices on Winegrape Production Profitability and Sustainability</td>
<td>Michela Centinari PSU</td>
<td>$51,978.00</td>
</tr>
<tr>
<td>5) Boosting Polyfunctional Thiols and Other Aroma Compounds in White Hybrid Wines Through Foliar Nitrogen and Sulfur Application</td>
<td>Ryan Elias PSU</td>
<td>$101,543.00</td>
</tr>
<tr>
<td>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.</td>
<td>Roger Hibbs Kutztown University</td>
<td>$22,500.00</td>
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<tr>
<td>7) Pennsylvania Wine Industry Sponsorship for the 2018 American Society of Enology and Viticulture - Eastern Section Conference</td>
<td>Denise Gardner and Michela Centinari PSU</td>
<td>$20,000.00</td>
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<tr>
<td>8) Lehigh Valley Wine Region Marketing Program</td>
<td>Michael Sershic Discover Lehigh Valley</td>
<td>$132,000.00</td>
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<td>9) Pennsylvania Wine Land Statewide Marketing and Promotions</td>
<td>PWA</td>
<td>$550,000.00</td>
</tr>
<tr>
<td>10) &quot;Sisterhood of the Vines&quot; Documentary Project</td>
<td>Jacqui Farris Julian Farris Films</td>
<td>$64,338.75</td>
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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 – AUTHROITY 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