

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
Minutes of the November 15, 2016 Board Meeting
PA Department of Agriculture, Room 309
Harrisburg, Pennsylvania

Public notice of the November 15, 2016 Pennsylvania Wine Marketing and Research Program Board meeting was given on November 13, 2016, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:19 a.m. Board members in attendance (in addition to Mr. Mazza) included David Hoffman, John Landis, Elwin Stewart and Karl Zimmerman. Also attending was Jennifer Eckinger, Pennsylvania Wine Association; Gregory O'Loughlin, SWELL, LLC; Patrick Andrews, Pennsylvania Department of Agriculture; and Jennifer D'Angelo attended and recorded the minutes. Diana Belles, Accountant for the Program, participated in a portion of the meeting via conference call.

Mr. Mazza welcomed Division Chief Patrick Andrews to the meeting.

MINUTES

Minutes of the September 6, 2016 meeting were emailed to Board members for their review in advance of the meeting.

RESOLUTION 2016.30 – ACCEPTANCE OF SEPTEMBER 6, 2016 MINUTES

Motion by: Karl Zimmerman

Seconded by: John Landis

Passed: Unanimously

To accept the minutes of the September 6, 2016 meeting.

FINANCIALS

Mr. Landis informed board members that there were some minor changes to page two of the financials which will be correct by Ms. Belles. Mr. Landis reviewed the financial reports for July 1, 2016 – June 30, 2017. Actual revenue to date is \$68,778.88, cash carryover from July 1, 2016 is \$202,892.12; grand total expenses are \$83,240.62; cash funds available as of November 1, 2016 is \$188,430.38.

RESOLUTION 2016.31 – ACCEPTANCE OF FINANCIAL REPORT

Motion by: Karl Zimmerman

Seconded by: Elwin Stewart

Passed: Unanimously

To accept the financial reports for July 1, 2016 – June 30, 2017.

ASSESSMENT REPORTS

Mr. Andrews reviewed the Summary of Assessment Forms 2016 Year-To-Date. As of November 8, 2016, \$112,261.44 has been collected from Pennsylvania wineries. There were 340 licensed wineries, 165 licensed wineries with no sales assessments reported, 175 producers with sales assessments and the number of producers paid was 143.

Mr. Andrews then reviewed the Assessment Income Analysis by Quarter. In the first quarter of 2016, \$27,434.12 was received, \$32,131.46 was received in the second quarter, and \$41,525.76 was received in the third quarter, and \$11,170.10 was received so far in the fourth quarter, for a total of \$112,261.44 collected.

RESOLUTION 2016.32 – ACCEPTANCE OF ASSESSMENT REPORTS

Motion by: Elwin Stewart

Seconded by: David Hoffman

Passed: Unanimously

To accept the assessment reports presented by Mr. Andrews.

PWA

Ms. Eckinger reported on PWA activities:

- Toast Campaign
- PA Wine Month Promotions
- PA Wines Fact Sheet
- PA Grape Guide
- State of the Industry eSurvey
- 2016 Specialty Crop Block Grant
- New Website
- Farm Show

STRATEGIC PLANNING

Strategic planning was discussed. Mr. Andrews stated that Kitchen Table Consultants is one option that the Program could look into.

SWELL, LLC PRESENTATION AND PROPOSAL

Mr. O’Loughlin provided the board members with an update regarding the campaign. Mr. O’Loughlin submitted a proposal for \$750.00 for a promotional piece. The board discussed the proposal and requested that it be changed to reflect the document to be educational instead of promotional. Mr. O’Loughlin will make the necessary changes.

RESOLUTION 2016.33 – APPROVAL OF PROPOSAL WITH CHANGE

Motion by: Elwin Stewart

Seconded by: Karl Zimmerman

Passed: Unanimously

To approve the \$750.00 proposal submitted by Mr. O’Loughlin with the requested change of the work being educational as opposed to promotional.

NO-COST EXTENSION REQUESTS FROM DR. MICHELA CENTINARI

Dr. Centinari submitted two requests for no-cost extensions for the following projects: ME# 44165760 – “Evaluating a seaweed extract for reducing freeze injury in vineyard” and ME# 44165760 – “Yield regulation in winegrapes: effect on vine health, fruit composition, wine chemistry, and economic sustainability – Year 2.” Both projects had a performance period of April 1, 2016 – March 31, 2017. Dr. Centinari is requesting that both projects be extended to December 31, 2017.

RESOLUTION 2016.34 – APPROVAL OF NO-COST EXTENSIONS

Motion by: John Landis

Seconded by: David Hoffman

Passed: Unanimously

Approval of no-cost extensions for the above referenced projects with an end date of December 31, 2017.

ACT 39

Board members discussed Act 39. The board has not been provided with information regarding the specific date of when the monies will be available. So far two of the four new board members have been appointed: Mr. Robert Mazza and Mr. Jamie Williams. The board is still seeking verification on what the legislative intent is of the four new board members – will the board be acting as a whole? Another question board members discussed was if ACMA supersedes Act 39 or vice versa. More information should be known at the next board meeting.

ENFORCEMENT ISSUES

Board members discussed the issues the Program has regarding enforcement. Assessment and delinquent information was relayed to Mr. Andrews. This topic will be added to the February meeting agenda for further discussion.

SCHEDULING OF 2017 BOARD MEETINGS

2017 board meetings will be scheduled at the PA Department of Agriculture for the following dates: Wednesday, February 15; Wednesday, March 15; Tuesday, May 16; Tuesday, July 11; Tuesday, September 5 held via conference call; and Tuesday, November 14.

NEXT BOARD MEETING

The next board meeting will be held on Wednesday, February 15, 2016 at the PA Department of Agriculture in Room 309 at 10:00 a.m.

ADJOURNMENT

There being no further business, the meeting was adjourned at 12:30 p.m.

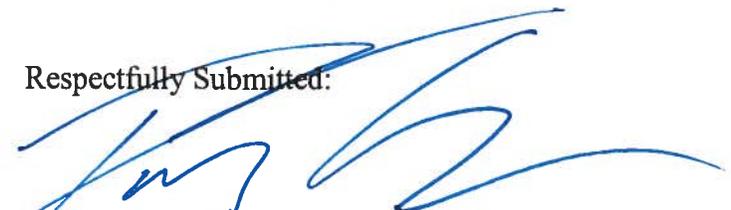
RESOLUTION 2016.35 – ADJOURNMENT

Motion by: John Landis

Seconded by: Karl Zimmerman

Passed: Unanimously

Respectfully Submitted:



Patrick Andrews
December 15, 2016