PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
Minutes of the January 17, 2012 Board Meeting
PA Department of Agriculture, Room 309
Harrisburg, Pennsylvania

Public notice of the January 17, 2012 Pennsylvania Wine Marketing and Research Program
Board meeting was given on December 20, 2011, as stipulated by the Sunshine Law.

CALL TO ORDER
Karl Zimmerman, Chairman, called the meeting to order at 10:04 a.m. Board members in
attendance (in addition to Mr. Zimmerman) included Carl Helrich, Bradley Knapp, John Kramb,
John Landis, Joanne Levengood, Sal Maiolatesi and Douglas Moorhead. Lela Reichart attended,
representing the Secretary of Agriculture. Also attending were David Baker, Comptroller’s
Office; Jennifer Eckinger, Pennsylvania Wine Association; Mark Chien, Wine Grape Educator,
Penn State Cooperative Extension Office; Denise Gardner, Extension Enologist, Penn State
Cooperative Extension Office; Neal Lewis, Lewis Barlett Klee, PC; Brook Duer, Pennsylvania
Department of Agriculture; Ben Junkin, representing Executive Deputy Secretary Michael
Pechart; Jessica Neel, Pennsylvania Department of Agriculture and Jennifer Lesher,
Pennsylvania Department of Agriculture, recorded the minutes. Destiny Zeiders, House Ag
Committee - Representative Petrarca attended a portion of the meeting.

MINUTES
Minutes of the November 16, 2011 meeting were mailed and emailed to Board members for their
review in advance of the meeting.

RESOLUTION 2012.01 – ACCEPTANCE OF MINUTES
Motion by: John Landis
Seconded by: Douglas Moorhead
Passed: Unanimously
To accept the minutes of the November 16, 2011 meeting.

FINANCIAL REPORTS
Mr. Baker reviewed the financial reports for the period of July 1, 2011 to December 31, 2011,
noting that as of December 31, 2011, Net Income was $10,461.70, Total Equity was
$283,710.30.

RESOLUTION 2012.02 – ACCEPTANCE OF FINANCIAL REPORTS
Motion by: John Kramb
Seconded by: Bradley Knapp
Passed: Unanimously
To accept the financial reports as prepared by Mr. Baker.

ASSESSMENT REPORTS
Ms. Reichart reviewed the Summary of Assessment Forms 2011 Year-To-Date. As of
January 10, 2012, $109,449.75 has been collected from Pennsylvania wineries and $1,535.12 has
been collected from out of state wineries which gives a grand total of $110,984.87. There were 193 licensed wineries, 48 licensed wineries with no sales assessments reported, 145 producers with sales assessments and the number of producers paid was 131. Ms. Reichart then reviewed the Assessment Income Analysis By Quarter. In the first quarter of 2011, $4,778.45 was received, $31,439.14 was received in the second quarter, $27,610.42 was received in the third quarter, and $45,621.74 was received in the fourth quarter. That is a total of $109,449.75 collected and 777,243.86 gallons reported for 2011. 93.88% of what has been reported sales has been collected in assessment dollars.

RESOLUTION 2012.03 – ACCEPTANCE OF ASSESSMENT REPORTS
Motion by: Bradley Knapp
Seconded by: Sal Maiolatesi
Passed: Unanimously
To accept the assessment reports presented by Ms. Reichart.

Ms. Reichart provided the board with an updated list of delinquent wineries and non-registered delinquent wineries. There are 30 non-registered wineries and one winery that is not registered and delinquent.

DELINQUENT WINERIES
The following wineries are not registered including one listed as delinquent as of January 9, 2012:

- Northern Heritage Estate, Inc.
- John J. Ross
- Sand Hill Winery, LLC
- Patone Cellars, Inc.
- Enginehouse 25 Wines, LLC
- Stonehenge Winery and Vineyard
- Bovine Wines Incorporated
- Olio Ristorante, LLC
- This Life Forever, Inc.
- Maple Springs Winery
- Buddy Boy Winery & Vineyard
- Northern Wine & Spirits, Inc.
- Wapiti Ridge Wine Cellars, Inc.
- My Wines Direct, Inc.
- The Winetasting Network Cellars
- Crosswinds Winery, LLC
- Grove Acquisition, LLC – Grove Street Winery
- Girard Winery, LLC
- Joe Perry’s, Inc.
- J & D Cellars, LLC
- Jackson Square Vineyard, LLC
- Dustin Martin Porta/Porta Wines
- The Vineyard at Hershey, LLC
- Douglas Mankovich/Shadow Vineyard
- Red Bandana Winery, LLC
- Kunde Enterprises
- Blue Marble Beverages, LLC
- Redemption Spirits, LLC
- Auburn Road Enterprises, LLC
- Rebellion Ciderworks, LLC
- Birdsong Winery, Inc.

**RESOLUTION 2012.04 – ACCEPTANCE OF ASSESSMENT REPORTS**
Motion by: Douglas Moorhead
Seconded by: Bradley Knapp
Passed: Unanimously
To accept the assessment reports presented by Ms. Reichart.

**2011 AUDIT**
Mr. Lewis discussed the 2011 audit and informed the board members that there were no issues found.

**OUT OF STATE WINERIES**
A discussion took place among board members and Mr. Duer regarding the money the program received from out of state wineries.

**RESOLUTION 2012.05 – LETTER TO OUT OF STATE WINERY**
Motion by: Bradley Knapp
Seconded by: John Kramb
Passed: Unanimously
To have a letter sent to the out of state wineries that paid the program. The letter shall state that any future contributions will be considered voluntary. Mr. Duer shall prepare the letter. Money which was already paid in by the out of state wineries will be reimbursed via a check enclosed with the letter.

**PWA ACTIVITIES**
Ms. Eckinger reported on PWA activities:
- Farm Show, Culinary Connection and Cork Sculpture
- Eastern Winery Exposition
- PA Winery Competition
- Legislative Update
- Annual Conference on March 6

**MARKETING**
Mr. Maiolatesi discussed the possibility of an application for smart phones which includes a QR Code.

Ms. Eckinger informed the board of changes to the PWA’s website.
RESEARCH
Mr. Knapp stated that the Research Committee received three proposals which will need to be reviewed. A report from Mr. Hed was also received.

ECONOMIC IMPACT REPORT
Ms. Eckinger provided the board with two proposals for the Economic Impact Report. $15,000 has already been approved for this line item.

SPECIALTY CROP BLOCK GRANT PROGRAM
Ms. Reichart informed the board of the upcoming deadlines for the Specialty Crop Block Grant Program. Concept proposals are due in February and full grant proposals are due in April. Project proposals may be submitted at a minimum of $20,000 and for a project timeline of up to two years.

REQUEST FOR FUNDING – MARK CHIEN
Mr. Chien presented his request for funding for 2012. Project titles and requested amounts are as follows: Beginner Grape Growers Workshop – requested amount of $1,000; Chardonnay Production Workshop – requested amount of $1,000; Davis Weather Station and Grape Disease Models – requested amount of $2,000; Viticulture Research Abstracts by Bibiana Guerra – requested amount of $2,000; The Wine Grape Network Website Maintenance – requested amount of $1,000; Professional Development Travel – requested amount of $1,000. Total amount requested to fund the above projects is $8,000.

The funds ($8,000) for these projects shall be from the Uncommitted Marketing Funds line item. A new line item shall be created for this funding under Shared Operational Expense.

RESOLUTION 2012.06 – FUNDING FOR PROJECTS PROPOSED BY MARK CHIEN
Motion by: Carl Helrich
Seconded by: Douglas Moorhead
Passed: Unanimously
To fund Mr. Chien’s projects of the Beginner Grape Growers Workshop, Chardonnay Production Workshop, Davis Weather Station and Grape Disease Models, Viticulture Research Abstracts by Bibiana Guerra, The Wine Grape Network Website Maintenance and Professional Development Travel for 2012 for a total amount of $8,000.

OTHER BUSINESS
Ms. Reichart shared comments and questions from a winery regarding the program. This information was received during the referendum.

Ms. Reichart stated that the Department of Agriculture is in the process of gathering proposals for the new accounting services which is scheduled to take place on July 1, 2012.

NEXT BOARD MEETING
Future board meetings are scheduled for Tuesday, March 13, 2012; Tuesday, May 8, 2012; Tuesday, July 10, 2012; Tuesday, September 11, 2012 and Tuesday, November 13, 2012.
ADJOURNMENT
There being no further business, the meeting was adjourned at 12:19 p.m.

Respectfully Submitted:

[Signature]

Lela Reichart
February 17, 2012