

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM**  
**Minutes of the November, 12 2013 Board Meeting**  
**PA Department of Agriculture, Room 309**  
**Harrisburg, Pennsylvania**

Public notice of the November 12, 2013 Pennsylvania Wine Marketing and Research Program Board meeting was given on October 25, 2013, as stipulated by the Sunshine Law.

**CALL TO ORDER**

Mario Mazzo, Chairman, called the meeting to order at 10:07 a.m. Board members in attendance (in addition to Mr. Mazzo) included John Landis, Joanne Levengood, Douglas Moorhead, Elwin Stewart and Karl Zimmerman. Also attending was Jennifer Eckinger, Pennsylvania Wine Association, Denise Gardner, Brook Duer, Pennsylvania Department of Agriculture; and Diane Belles, Accountant for the Program. Samantha Snyder, Pennsylvania Department of Agriculture, attended and record the minutes.

**MINUTES**

Minutes of the September 3, 2013 meeting were emailed to Board members for their review in advance of the meeting. Brook wanted to hold off on approving the minutes due to resolution numbers being incorrect. There will be two sets of minutes submitted at the February 4<sup>th</sup>, 2014 meeting.

**FINANCIALS**

Ms. Belles reviewed the prepared financial reports for fiscal year 2012-2013 and 2013-2014. Ms. Reported with the new format and stated there hasn't been much expenditure change since last meeting. John reported that we will see invoices from PWA for the marketing program.

**RESOLUTION 2013.33 – ACCEPTANCE OF FINANCIAL REPORTS**

Motion by: Karl Zimmerman

Seconded by: Elwin Stewart

Passed: Unanimously

To accept financial reports for fiscal years 2012-2013 and 2013-2014.

**ASSESSMENT REPORTS**

Ms. Snyder reviewed the Summary of Assessment Forms 2013 Year-To-Date. As of November 6, 2013, \$95,791.79 has been collected from Pennsylvania wineries. There were 244 licensed wineries, 93 licensed wineries with no sales assessments reported, 151 producers with sales assessments and the number of producers paid was 130. Ms. Snyder then reviewed the Assessment Income Analysis by Quarter. In the first quarter of 2013, \$28,579.94 was received; \$34,780.40 was received in the second quarter, for the third quarter of 2013, \$18,020.12 and for the fourth quarter of 2013 was received for a total of \$95,791.79 collected.

**RESOLUTION 2013.34 – ACCEPTANCE OF ASSESSMENT REPORTS**

Motion by: Brad Knapp

Seconded by: Karl Zimmerman

Passed: 6:1 (John Landis- Apposed)

To accept the assessment reports presented by Ms. Snyder.

## DELINQUENTS

Mr. Duer prepared a revised compliance report. Mr. Duer had a meeting with the IT department to discuss the ongoing incorrect numbers we are receiving from our data base. IT Department cannot change the way this system currently works. Mr. Duer proposed to the board that the possibility of starting fresh by entering everything in either quick books or an excel spread sheet and start everyone at a zero balance as of the January 1, 2014. The board decided that there is no clear cut way to about this issue and we will continue to report monthly because there is nothing we can do in a month. The board discussed that they would eliminate all previous delinquent accounts. The board discussed payments being made once a year opposed to once a month. Mr. Duer also presented to the board the idea of assembling a letter to producers with numbers they provided to PLCB and the numbers they reported to us for 2011 with an educational letter letting the producers know that both reporting numbers need to match. We would then repeat this process for 2012 and 2013. Ms. Snyder will go through the reports by hand every year to cross check against the IT's report. Mr. Zimmerman expressed that the board has wasted too much time on this issue and that they should keep it the system the way it is. Mr. Mazza expressed he would like to keep things the way they are. Mr. Mazza remains unconvinced that there is a clear cut solution to solve this problem between now and January 1, 2014.

### MOTION 2013.35 – EDUCATIONAL LETTER TO DELINQUENT WINERIES

Motion by: Brad Knapp

Seconded by: Karl Zimmerman

Passed: Unanimously

That the 2011 delinquent producers will be sent an educational letter along with PLCB filing made by each license holders advising them they need to match those numbers to what they report to us.

### RESOLUTION 2013.36 – TO ACCEPT THE DELINQUENT REPORT

Motion by: Karl Zimmerman

Seconded by: Elwin Stewart

Passed: Unanimously

To accept the delinquent reports presented by Mr. Duer.

## PWA

Ms. Eckinger reported on PWA activities:

- Legislative- nothing has been happening.
- Farm Show 2014
- Online Ramp
- Marketing
  - Mobile Website
  - Winery Guide
  - “Band of 30” Sales and Welcome Center Program
  - Wine Guide and PA Wines Regions
  - Ongoing Committee Meeting
- PWA Member Forum
- Events
  - Annual Conference – March 3 at the Lancaster Convention Center

- Social Media-

- Twitter:

- 5,364 followers

- Gaining 4-6 new followers per day

- Generates an average of 3 scheduled Tweets per day

- Facebook:

- 11,010 like/followers

- Average 2 posts per week

- Post PA wine trail events, news and happenings

- Pintrest:

- 4 boards

- Wine trail board, winery board and festival board

### MARKETING

Ms. Eckinger covered all the progress for marketing.

### RESEARCH

Mr. Knapp stated that there is nothing new to report at this time.

### SUBCOMMITTEES

Ms. Eckinger covered joint committee and New Campaign.

### LEGISLATIVE UPDATE

Nothing new to report.

### NEXT BOARD MEETING

The next board meeting will be held on Tuesday, February 4, 2014 beginning at 10:00 a.m. at the Pennsylvania Department of Agriculture, Conference Room 309.

### ADJOURNMENT

There being no further business, the meeting was adjourned at 12:24 p.m.

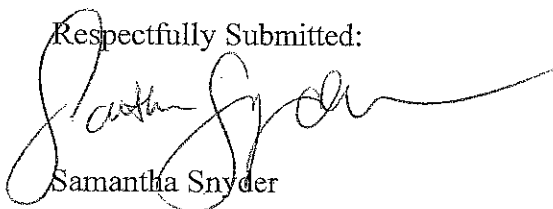
### RESOLUTION 2013.37 – ADJOURNMENT

Motion by: John Landis

Seconded by: Elwin Stewart

Passed: Unanimously

Respectfully Submitted:



Samantha Snyder