

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM**  
**VIRTUAL BOARD MEETING**  
**Minutes of the February 15, 2022 Board Meeting**

Public notice of the February 15, 2022 Pennsylvania Wine Marketing and Research Program Board Meeting was given as stipulated by the Sunshine Law.

**CALL TO ORDER**

Mario Mazza, Chairman, called the virtual meeting to order at 10:06 a.m. Board members in attendance included Karl Zimmerman, Vice Chairman; Jake Gruver; Robert Mazza; David Hoffman; Carley Razzi; Elwin Stewart; John Skrip, III; Lela Reichart.

John Landis, Secretary/Treasurer, and Chris Dietz were not present at the commencement of the meeting. Jamie Williams was absent.

Also present were Patrick Andrews, Chief of Marketing Development, PDA; Char Riley, Liaison, Pennsylvania Department of Agriculture and ACMA Board; Beth Williams, Board Project/Program Coordinator; Holly Zarefoss, Clerk 2, Bureau of Market Development; Adam Morris, Esquire, Chief Counsel; and Lindsay Young, Senior Manager, McKonly and Asbury, CPAs.

Laura England, Director, Bureau of Market Development, was not present at the commencement of the meeting.

Dr. Cain Hickey, Penn State University; Dr. Misha Kwasniewski, Penn State University; Cara Laudenslager, Executive Director, Agriculture and Rural Affairs Committee at PA Senate; Eryn Spangler, Deputy Director of Legislative Affairs; Peter Gower, Gower Global; Salim Makhoul, PA Media Group; Destiny Zeiders, Executive Director at PA House of Representatives; Dr. Ryan John Elias, Penn State University; Greg O'Loughlin, SWELL; Richard Blair, PWA; and Matt Frederick, Momentum Digital, were also present.

**APPROVAL MEETING MINUTES**

**RESOLUTION 2022-01-APPROVAL OF MINUTES**

Presented by: John Skrip, III

Seconded by: Robert Mazza

Passed: Unanimously

To approve the Minutes of November 16, 2021.

## **FINANCIAL REPORT**

Lindsay Young, Senior Manager, McKonly and Asbury, CPAs referred members to financial information dated February 15, 2022, including the checking account, money marketing account, accounts payable, expenses, Profit and Loss, the Budget vs. Actual and Transaction Details. Other financials were provided as well.

John Landis, Secretary/Treasurer, entered the meeting at 10:10 a.m.

### **RESOLUTION 2022.02-APPROVAL OF FINANCIALS**

Presented by: Robert Mazza

Seconded by: Jake Gruver

Passed: Unanimously

To approve the Financial Report as presented.

## **ASSESSMENT REPORT**

Holly Zarefoss, Clerk 2, referred members to the Wine Assessment Report through the end of December 2021. She noted that the 2017 audit was now closed out, and there were one or two wineries left on the 2018 audit. Comparisons to the last report were provided. Mr. Andrews commented that errors received from the PLCB for the 2019 audit had been corrected and correspondence would be sent regarding what is yet owed for the season.

### **RESOLUTION 2022.03-APPROVAL OF ASSESSMENT REPORT**

Presented by: David Hoffman

Seconded by: Karl Zimmerman

Passed: Unanimously

To approve the Wine Assessment Report as presented.

Holly Zarefoss exited the meeting at 10:19 a.m.

## **PWA INTRODUCTION OF NEW PARTNERS**

It was noted that Trish Brown had a family health emergency and would not be available for duty at the PWA. Greg O'Loughlin, SWELL, noted he was requested to attend this meeting to speak to 2021 Round Five updates. New partners would be introduced later on in the meeting.

## **WINE MARKETING RESEARCH PROGRAM SYMPOSIUM UPDATE**

Chairman Mazza thanked those involved for helping to put together the symposium. Beth noted the conference is scheduled for March 2 and 3 at the Penn Stater. She asked that Board

members "get the word out" about the conference. Board members were asked to review the agenda for the conference.

Mr. Gruver stated there would be "something there for everybody".

Dr. Hickey thanked Jake, Beth and Mario and all those involved.

Richard Blair, PWA, entered the meeting at 10:25 a.m.

### **PWA INTRODUCTION OF NEW PARTNERS (CONT.)**

Richard Blair, PWA Marketing Committee, introduced Mac Frederick, Momentum Digital Agency and Salim Makhoulf who will be working with the PWA on the current round of funding to help promote the industry.

Mr. Frederick provided a history of his company and the kind of work the company engages in. He talked about development of a new mobile application for PWA updates, news, posts and blogs and advertising campaigns on Facebook, Instagram, Google and YouTube. He anticipated a new slogan would soon be finalized.

Salim Makhoulf, PA Media Group, commented he was excited to work with the PWA. He provided a history of his background. He is working on a Wine Time video talk show on Facebook as well as it being broadcasted on Twitter and talked about the different episodes shown. He stated videos will be made throughout the year to promote different varieties of grapes being grown and made into wine. The Media Group is set to deliver over half a million impressions across sister sites in Ohio, New York, New Jersey and Delaware.

Greg O'Loughlin had discussion regarding Round Five. There was no confirmation that a report generated on January 31 was received. Mr. O'Loughlin remarked that to his knowledge all the financial requirements of the grant have been submitted well within the time frame. He will forward a copy of the report to Mr. Andrews.

Richard Blair and Cara Laudenslager exited the meeting at 10:43 a.m.

Lindsay Young and Salim Makhoulf exited the meeting at 10:45 a.m.

### **NEXT MEETING TOPICS OF DISCUSSION**

Chair Mazza noted the next meeting is scheduled for early March. He suggested managing assets, scholarship opportunities, and further development of a communication plan as topics of discussion. He asked members for suggestions for other topics of discussion.

John Landis suggested hiring a financial consultant to help invest funds. Chairman Mazza noted that economic impact studies was mentioned in the past as a topic of discussion and noted that any other suggestions should be emailed to himself and Mr. Andrews for placement on the March agenda.

## **NEW BUSINESS**

Concept papers would be reviewed at the April meeting. Ms. Riley noted her last day with the agency is February 25<sup>th</sup>, 2022, and Mr. Andrews will be emailing the concept paper scoring sheets.

Dr. Cain Hickey, Penn State University, requested to coordinate collecting grape samples from across the state. The samples would be sent to a common place and a report on grape maturation across the state could be compiled. He and his colleagues at Penn State feel if this is something the industry would value, ACMA funds could be used for this effort. Dr. Hickey will draft a written proposal for the Board with regard to a budget necessary to accomplish this endeavor. There was further discussion regarding the matter. Chairman Mazza suggested that Dr. Hickey submit the proposal for review by the Board specific to ACMA funding.

Dr. Hickey inquired about the previous classified ad section being taken away from the newsletter. There was further discussion. A request for an update on the topic would be sent to PWA for discussion at the next meeting.

Laura England and Misha Kwasiewski entered the meeting at 11:10 a.m.

Ms. England opened discussion with regard to the wine industry's interest in exporting. She welcomed Peter Gower, who will be working with the Board on a consultant basis, to draft a flow analysis and outline the present status with regard to exporting. Ms. England also noted working with St. Joseph's University, which will be conducting an industry survey and was looking to work with PWA regarding current sales domestic and export.

Dr. Ryan John Elias exited the meeting at 11:12 a.m.

Peter Gower, Gower Global, provided a history of his involvement in the food and alcohol beverage industry. He noted approximately 300 wineries, 14,000 acres and 2 million gallons a year in Pennsylvania compared to Gallo's, which has approximately 20,000 acres and 200 million gallons a year with a sizeable export department. Mr. Gower stated Pennsylvania "needs to establish an identity and strategy" and that his goal was to finish by the end of June of 2022.

Robert Mazza noted that there was currently a Senate bill that would reconfigure the Wine Market Research Board, which would add four members appointed by the Chairman of the PLCB. He suggested that members discuss the matter further. Mr. Andrews commented that the bill locks in items in the grant program that would be established in the RFP. Laura suggested further discussion pending further information. Dr. Misha Kwasiewski offered assistance on behalf of Penn State.

Laura England exited the meeting at 11:29 a.m.

Chris Dietz entered the meeting at 11:30 a.m.

Dr. Cain Hickey informed the Board that in 2022 there were not as many Pennsylvania Wine Marketing and Research Board-supported presentations, but instead would conduct webinars or ten-minute flash talks on projects that were previously funded or recommended for funding by the Board.

## **ADJOURNMENT**

### **RESOLUTION 2022.04-MOTION TO ADJOURN**

Presented by: Jake Gruver

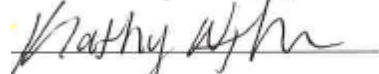
Second by: Chris Dietz

Passed: Unanimously

To adjourn the meeting.

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Virtual Meeting adjourned at 11:37 p.m.

Kathryn Witherow



February 15, 2022