

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
BOARD MEETING
Minutes of the March 24, 2020 Board Teleconference Meeting**

Public notice of the March 24, 2020 Pennsylvania Wine Marketing and Research Program Board Meeting was given on March 15, 2020, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the teleconference meeting to order at 10:07 a.m.

Board members in attendance included Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; Robert Mazza; Elwin L. Stewart; Jamie Williams; Chris Dietz; David Hoffman; Jonathan Patrono; and Charles Zaleski, Jr.

Board Member Lela Reichart was not present.

John Skrip, III, was not present at the commencement of the teleconference meeting.

Also present were Patrick Andrews, Secretary of Agriculture Representative; Laura England, Director, Bureau of Market Development; Char Riley, Administrative Assistant, Commodities and Marketing; John Howard, Esquire, Acting Chief Counsel; Greg O'Loughlin, SWELL; Cheryl Cook, Deputy Secretary for Market Development, PA Department of Agriculture; Lindsay Young, Senior Manager, McKonly and Asbury, CPAs; Jennifer Eckinger, Pennsylvania Winery Association; and Kelly O'Donnell, Director of Transformation, PA Department of Agriculture.

Elizabeth Brassell, Director of Communications, PLCB; Stacy Rineer, PLCB; Jennifer Eckinger, Executive Director, Pennsylvania Winery Association; Jennifer Munsch, PWA; Greg O'Loughlin, SWELL; Dr. Michela Centinari, Assistant Professor of Viticulture, Penn State University; Dr. Molly Kelly, Penn State Enology Extension Educator; and Dr. Ryan Elias and Dr. Helene Hopfer, Penn State University were also present.

John Skrip, III, entered the teleconference meeting at 10:08 a.m.

Chairman Mazza asked members to review the February 18, 2020 meeting minutes.

APPROVE MEETING MINUTES

RESOLUTION 2020.10 APPROVAL OF MEETING MINUTES

Presented by: Chris Dietz

Seconded by: Karl Zimmerman

Passed: Unanimously

To approve the Minutes of the February 18, 2020 meeting.

ACCOUNTING UPDATE

Lindsay Young, Senior Manager, McKonly and Asbury, CPAs, referred Board members to the Budget vs. Actual figures through February 2020 for discussion of assets, cash carryovers, and expenditures relating to the extension program, viticulture positions, and money committed to the Pennsylvania Winery Association. Ms. Young also referred to the summaries of checking, money market, and Fidelity for further discussion. She discussed changes to the Balance Sheet Statement as compared to the prior year.

John Landis suggested investing in CDs, but given the current market status, he believed the Board should not consider any other funding and should stay with the money market.

Ms. Riley will be working with Ms. Young to gather and process the assessment checks.

RESOLUTION 2020.11 APPROVAL OF FINANCIAL REPORT

Presented by: Jamie Williams

Seconded by: Elwin L. Stewart

Passed: Unanimously.

To approve the Financial Report as presented.

OUTSTANDING ACT 39 INVOICES

Char Riley, Administrative Assistant, Commodities and Marketing, discussed reaching out to all the entities with outstanding invoices. Penn State was the only entity to respond. Ms. Eckinger submitted an invoice from PWA but was informed of a need to submit actual invoices. She then submitted an actual invoice from one of the vendors and was then notified that proof was needed of the monies left the account.

Ms. Riley referred to emails received regarding the matter. She noted most of the grants had already been processed. Those not yet processed required additional information regarding the projects to be submitted to PLCB.

PWA UPDATE

Jennifer Eckinger, Executive Director, Pennsylvania Winery Association, referred Board members to the PA Wine Land Post report and written updates in the report for further review and discussion. Ms. Eckinger noted that updates were also available on the website in light of the recent COVID health crisis. Greg O'Loughlin, SWELL, stated the retail status of all the wineries was also being posted and articles were being written about the wine industry by those taking the initiative to make the most of the current challenging situation.

Mr. Landis and Mr. Skrip thanked the PWA for providing pertinent information to the Board. Ms. Eckinger commented on the joint effort between all parties involved and thanked Jennifer Munsch for her participation in the matter.

PWMRP SIGNAGE

Robert Mazza had no update with regard to displaying four Pennsylvania Wine Marketing Research Program signs in the conference rooms at the Pennsylvania Department of Agriculture. He stated there would be further discussion regarding the matter in the near future.

FUTURE OF LUNCHESES

Ms. Riley commented, after further discussion with the Commonwealth, the Board had to use whatever agency caters the Farm Show, which is SAVOR, as it is part of the Department of Agriculture. She had not realized that some of the money would go back into the Department of Agriculture. She did reach out to the head chef at SAVOR with some of the Board's concerns. She presented additional lunch options for the Board's consideration.

PROGRESS REPORT TEMPLATE

Ms. Riley referred Board members to discussion of a standard template that would be the same one used across all ACMA Boards to help streamline the grant reporting process and information gathering. Ms. Riley took the Board's suggestions into consideration. She welcomed additional changes or suggestions.

WMRB SYMPOSIUM UPDATE

Chairman Mazza noted the Wine Marketing and Research Board Symposium scheduled for May at Penn State, which would offer research presentations with additional workshops and panels, was postponed until after this year's harvest due to the current health emergency.

Ms. Kelly stated there was supposed to be interaction with the audience, but that, unfortunately, could not be done. The speakers would be contacted and asked to attend at a future time. Chairman Mazza suggested PLCB members be invited to attend. Mr. Landis commented, with the uncertainty due to the current health crisis, some of the timeframes for the projects may need to be extended. There was further discussion regarding the matter. Ms. Riley stated Mr. Howard had to exit the teleconference and would supply the Board with his contact information for additional information regarding the matter.

NEW BUSINESS

Ms. England stated the Board may contact her with any concerns, and the Department would follow up on the matters.

John requested a contact person to email comments to regarding the progress report. Ms. Riley offered to accept emails regarding that matter.

Robert Mazza directed discussion to PWA in terms of the efforts being done to obtain relief in the form of dollars to the industry in terms of tourism and agriculture as it is being impacted like everything else. Ms. Eckinger responded that the PWA was looking out for the best interest of the industry and hearing back from the wineries regarding the challenges that they foresee now and in the future. Chairman Mazza commented that Wine America was being very active to ensure that any relief packet would also include wine and tourism on a federal level.

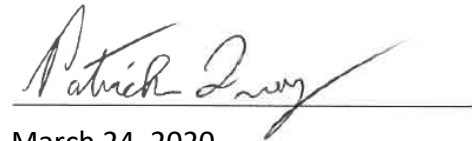
Ms. Riley stated Patrick Andrews had been accidentally muted and not be heard, but he was present on the teleconference.

Mr. Skrip requested a written copy of an email previously sent concerning what the winery businesses could and could not do due to the Coronavirus.

ADJOURN

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Teleconference adjourned at 10:51 a.m.

Patrick Troy

A handwritten signature in cursive script, reading "Patrick Troy", is written over a horizontal line.

March 24, 2020