

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM**  
**BOARD MEETING**  
**Minutes of the June 5, 2020 Board Meeting**  
**Teleconference**

Public notice of the June 5, 2020 Pennsylvania Wine Marketing and Research Program Board Meeting was given on June 2, 2020 as stipulated by the Sunshine Law.

**CALL TO ORDER**

Mario Mazza, Chairman, called the teleconference to order at 10:05 a.m. Board members in attendance included Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; Robert Mazza; Lela Reichart; John Skrip, III.

Charles Zaleski, Jr.; Elwin L. Stewart; Jamie Williams; Chris Dietz; David Hoffman; Jonathan Patrono was not present.

Also present were Patrick Andrews, Secretary of Agriculture Representative; Laura England, Director, Bureau of Market Development; Char Riley, Administrative Assistant, Commodities and Marketing.

**UPDATE ON PLCB PROGRESS/COORDINATING WITH BEER**

Chairman Mazza explained there was no obligation to use concept papers, and it could streamline some of the application process to achieve a timeline capable to make recommendations this summer and still meet all of the statutory obligations. He asked the Board to discuss the suggestion of funding through ACMA and hold off on any recommendation of marketing.

Funding of four projects totaling approximately \$213,000 of ACMA funding were recommended. It was noted this current recommendation for research projects through ACMA funds would could go into effect "in short order," because they are ACMA funds. Round 5 through PLCB could be ready to go as early as September of this year, if recommendations are provided in July.

Mr. Andrews confirmed that Project Nos. 4, 13, 3 and 11 were from the Round 5 spreadsheet.

The Board further discussed the projects being funded during the pandemic.

It was noted, at the last meeting, Board members were all under the impression that funds were lapsing at the end of this June, which was incorrect. The Board has through June 30, 2021, to encumber funds. Additional information regarding timelines, encumbrance dates, and fiscal years will be shared with the Board. The projects the Board would be discussing for

funding would run 2020 through 2021. It was noted the potential was there that some of these research projects, unless funded through ACMA, may not get funded until next year.

Chris Deitz voiced his support of moving forward with the four projects before exiting the meeting at 10:31 a.m. A quorum was still noted to be present.

#### **FUNDING RECOMMENDATIONS FOR KEY ROUND 5 PROPOSALS THROUGH ACMA**

Chairman Mazza requested a motion to fund those four projects recommended by the Research Committee for funding through ACMA. He noted the Board can always reconvene and consider funding additional projects through ACMA if it deems that is warranted. He also recommended the Board work on a Recovery RFP in conjunction with the Beer Board to access marketing money through PLCB later on this year and then continue to pursue projects with the remainder of Round 5 money into Round 6 after that.

John expressed disappointment with the PLCB's position. The Board has to be neutral, but there needs to be clarification of the roles of both the Board and the PLCB in allocating these funds. Chairman Mazza explained the Board was struggling with coming to an agreement on impact, importance, and understanding of encumbrance.

Chairman Mazza entertained a motion to fund the four projects discussed previously. It was noted there was currently approximately \$650,000 in ACMA funds with the projects totaling approximately \$200,000. It was stated PLCB's role and timelines would need to be clarified.

#### **NEW RECOVERY RFP IN CONJUNCTION WITH BEER ON ACCELERATED TIMELINE**

With regard to sequence of funding, it was recommended that some projects move forward with ACMA funds now, work with the Beer Board to send out a revised Round 5 recovery RFP to access Act 39 monies, and then recommend projects from those remaining for funding starting in January of 2021. Some timeline visualizations would be put together for members to review.

Mr. Howard explained that funding had to be encumbered by the end of the fiscal year per statute and then recommendations would be made for approval by the PLCB. He noted PLCB could, in theory, because of money currently lapsing, approve only a half million dollars. Also if the PLCB wanted to approve additional projects by the end of that fiscal year, and the Board did not have a statutory change in lapsing language, that money would be lost.

Karl Zimmerman exited the meeting at 10:40 a.m.

#### **APPROVE FUNDING FOR RESEARCH PROJECT NOS. 4, 13, 3, 11**

##### **RESOLUTION -APPROVAL OF FUNDING**

Presented by: Robert Mazza

Seconded by:

Passed:

To approve ACMA funding for the research projects noted above.

No vote was taken due to no quorum being present.

Chairman Mazza will gather additional information to share with the Board, including background context and a flow chart for presentation at the next meeting. He asked Board members to share any suggestions regarding the matter.

## **ADJOURN**

### **RESOLUTION 2020.19 ADJOURNMENT**

Presented by: Jonathan Skrip

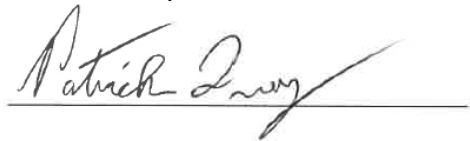
Seconded by: Lela Reichart

Passed: Unanimously

To adjourn the meeting.

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Teleconference adjourned at 10:48 a.m.

Patrick Troy

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

June 5, 2020