

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
MS TEAMS VIRTUAL BOARD MEETING
Minutes of the July 11, 2023 Board Meeting

Public notice of the July 11, 2023 Pennsylvania Wine Marketing and Research Program Board Meeting was given as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:00 a.m. Board members in attendance included Karl Zimmerman, Vice Chair; Carley Razzi, Treasurer; David Hoffman; Jake Gruver; John Landis, Robert Mazza; John Skrip, III; Jamie Williams; Chris Dietz

Elwin Stewart, Leila Reichart were not present.

Also in attendance were Jennifer Hilt, McKonly and Asbury CPAs; Patrick Andrews, Chief of Marketing Development, PDA; Beth Williams, Board Project/Program Coordinator; Jenny Groff, Clerical Assistant; Holly Zarefoss, Administrative Assistant for Commodities.; Adam Morris, Esquire

Also present were Virginia Mitchell and Scott Neeley, PWA

APPROVAL OF MEETING MINUTES

RESOLUTION 2023.22-MEETING MINUTES

Presented by: Karl Zimmerman

Seconded by: Robert Mazza

Passed: Unanimously

To approve the Minutes of the May 23, 2023 and May 30, 2023 meetings.

FINANCIAL REPORTS

Jennifer Hilt, McKonly and Asbury, CPAs, referred members for further discussion to information on the A/P Aging Summary, Balance Sheet Report and Board Report.

RESOLUTION 2023.23-APPROVAL OF FINANCIAL REPORT

Presented by: Chris Dietz

Seconded by: Jake Gruver

Passed: Unanimously

To approve the Financial Report as presented.

ASSESSMENT REPORT

Jenny Groff, Clerical Assistant, reported that the 2019 and 2020 audit payments have been coming in and 2019 is now up to \$316,095.88 and 2020 is up to \$331,837.19. Calls would be made to the 2019s and 2020s to get those payments in. She reported that 2021 increased to \$271,027.53 and 2022 increased to \$233,934.18. Collected for 2023 as of May 23, 2023 is \$35,480.69.

RESOLUTION 2023.24-APPROVAL OF ASSESSMENT REPORT

Presented by: Robert Mazza

Seconded by: Carley Razzi

Passed: Unanimously

To approve the Assessment Report as presented.

BUDGET 2023-2024

Ms. Hilt referred members to the Profit and Loss Budget vs. Actual Report for further discussion. She reported there was nothing budgeted for 2015 and last year it was anticipated receiving 2018 assessments in the amount of \$5,900 but only \$2,205 was received.

Chair Mazza verified that 2018 has been closed out by PDA. 2015 and 2018 would be removed at this point. He suggested budget draft discussion at this meeting for approval at the next meeting.

Ms. Hilt noted that with regard to conference registration, \$2,500 was budgeted but \$5,237 was actually received. Controller expenses per contract would be going up from \$3,480 to \$3,840. The program and project coordinator position had been budgeted for \$32,000 and came in at \$20,031 and would be kept on.

Ms. Hilt will review grant contracts with Ms. Young and present at the Board's next meeting.

Chair Mazza announced that Cain Hickey has been appointed and accepted a new teaching appointment to teach viticulture courses in the School of Ag and the estimated amount the Board would seed over three years is \$24,000 per year, which would need to be budgeted.

RESOLUTION 2023.25-APPROVAL OF PENN STATE MOU

Presented by: Jamie Williams

Seconded by: Robert Mazza

Passed: Unanimously

To approve \$24,000 per year for a three-year period of the MOU for Cain Hickey's teaching appointment.

There was inquiry regarding the status of paperwork for allocation of \$600,000 to be invested with PNC Bank. Ms. Hilt will discuss the matter with Ms. Young.

PWA ACTIVITY UPDATE

Virginia Mitchell, PWA, provided marketing updates on PWA's latest marketing efforts, which includes three wine festivals planned for the remainder of 2023, the Seven Springs Wine Festival, Longwood Gardens and new this year the Liberty Wine Festival at Liberty Mountain Resort in Carroll Valley, Pennsylvania where wine-related lectures and a wine pairing dinner are being planned.

Ms. Mitchell continues to post regularly on social media with educational content regarding PA wineries, PA wines in general, information about winemaking and grape growing. A new addition to the social media platform is Threads, which offers the ability to post and share texts.

She reported the PWA continues to market the recently launched digital wine and cheese pairing guide, PA Perfect Pairings. A poster with a QR code is being developed to easily access the guide.

She noted two wine-time videos have been produced, with the second being recorded at Chadds Ford Winery and features the barrel aging portion of the winemaking process. Videos will feature more aspects of the winemaking process this fall, including harvest decisions, fermentation, grape processing white, red and rose.

She reported that the upcoming Uncork PA podcast episodes in July and August would feature the four that won at the 2023 Som Judgement. A redesign of pennsylvaniawine.com is more user friendly with a portal to find upcoming events. An updated site with the industry portal will be launched by October 1, 2023, in time for PA Wine Month.

She will provide feedback regarding the video series at the next meeting.

SUBCOMMITTEE UPDATES

Marketing

None

Research

None.

Institutional Relations

Chair Mazza noted that with regard to Penn State, insurance continues to work on reallocation of funds.

Finance

None

Industry Relations

None

PROJECT AND PROGRAM COORDINATOR UPDATES

Beth Williams referred members to the Round Three funding report for further discussion. she thanked Patrick Zak for assisting her in completing the reports.

She stated all of the final reports and legislative reports are on the Department of Agriculture website. She will be working on a dedicated web page just for the Wine Board and will utilize the Word Press content management system and the hosting fee is very minimal.

Ms. Williams noted she has completed all the final reports for Round Four, which are ready to be summarized by harvest season.

The conference is scheduled for February 28-29, 2024 at the Penn Stater in collaboration with PWA, which will be holding its annual meeting on February 28th.

ADOPT BOARD POSITION PAPER

Chair Mazza thanked members for edits and suggestions. Members were asked to review the information before making final adoption today. There were questions and comments regarding the revised information.

RESOLUTION 2023.26-APPROVAL OF BOARD POSITION PAPER

Presented by: Chris Dietz

Seconded by: Karl Zimmerman

Passed: Unanimously

To approve the Position Paper with an adjustment to the plurality of "threats".

It was suggested that it now be placed on the website and also sent to all applicants. Mr. Andrews suggested that it be sent to limited winery licenses along with a note from the Board as to how it arrived at the information in the paper.

Mr. Andrews discussed the idea of a PDA research portal and Ashley Fehr, the interim communications director, is onboard with the idea.

It was requested that a vision and mission statement along with the Board logo be produced in a fashion complimentary to what is also displayed in this room. Mr. Andrews will seek approval regarding the matter.

ELECTION OF OFFICERS/ACCEPTANCE OF BOARD MEMBERS

RESOLUTION 2023.27-NOMINATION OF CHAIR

Presented by: Jamie Williams

Seconded by: Karl Zimmerman

Passed: Unanimously

To approve the re-nomination of Mario Mazza for Chair.

RESOLUTION 2023.28-NOMINATION OF VICE CHAIR

Presented by: Mario Mazza

Seconded by: Jamie Williams

Passed: Unanimously

To approve the re-nomination Karl Zimmerman for Vice Chair.

RESOLUTION 2023.29-NOMINATION OF TREASURER

Presented by: John Landis

Seconded by: Jamie Williams

Passed: Unanimously

To approve the re-nomination of Carley Razzi for Treasurer.

REVIEW RESEARCH SURVEY RESULTS

Chair Mazza referred members to nine feedback submissions received for discussion and comment on how to use this as a guide in writing proposals in preparation for the November meeting. A webinar was suggested for those persons interested in specific topics.

(Whereupon the Board took a break from 11:00 a.m. until 11:10 a.m.)

GRANT SCORING METRICS

Members discussed full proposals looking to make a recommendation for funding to the PLCB from Act 39 Funds for projects in the amount of \$1.3 million. Projects 74 and 72 had lowest concept paper scores and would not be considered for funding. There were comments regarding whether or not funding for spotted lantern flies was applicable to the vineyard.

Chair Mazza commented that Project 4 is low cost and funds a different institution than traditionally worked with and is different marketing research. There was discussion regarding the younger generation of consumers.

APPROVAL OF PROPOSALS FOR RECOMMENDATION

Scott Neeley, PWA, would like to see the money go towards more research. He also noted partnering with groups to generate more revenue through more festivals including another central state festival on the tail end of the Wine Symposium so the PWA "is not at the hands" of the Pennsylvania Wine Marketing Research Board even though a lot of the revenue was still generated from this Board. Mr. Neeley talked about in-house vs. consulting fees when it comes to social media perspective. Members expressed concerns with regard to funding positions at PWA.

Mr. Andrews commented that translation of the proposal may have provided a little chaos but everyone is doing their best to work towards the greater good of the industry, and opined that generally it was not out of line to request \$100,000 in personnel dollars out of a \$500,000 grant proposal.

Chair Mazza suggested that PWA share with the Board a clear refined media market plan for the next few years. There were questions and comments regarding the matter and discussion regarding certain circumstances under which to fund PWA along with a revised proposal including support staff and PWA's proposed metrics on how it would measure success. Mr. Neeley was requested to provide a strategic plan and revised proposal for the Board's meeting in August. Board members discussed adding a second meeting on August 16, 2023 and a due date for revised scores, which Ms. Zarefoss would provide. Several proposals that scored low were discussed at the meeting but Chair Mazza suggested that final proposal decisions be made at one meeting in total context.

NEW/OTHER BUSINESS

Allocation of funds for 2024 Conference

RESOLUTION 2023.30-FUNDING FOR THE 2024 CONFERENCE

Presented by: Jake Gruver

Seconded by: Carley Razzi

Passed: Unanimously

A motion to authorize a \$12,000 budget from ACMA funds for the 2024 Conference.

Economic Impact Study RFP

Mr. Andrews stated the RFP would be published on Saturday, July 15, 2023 and would be sent to John Dunham and Associates after the link is provided.

PSU Payment Discrepancies

Chair Mazza thanked those involved for getting the PSU payment discrepancies resolved.

ADJOURNMENT

RESOLUTION 2023.31-MOTION TO ADJOURN

Presented by: Jamie Williams

Seconded by: Chris Dietz

Passed: Unanimously

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Virtual Meeting adjourned at 12:30 p.m.



Sophia Mahoney
July 11, 2023