

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM**  
**VIRTUAL SPECIAL BOARD MEETING**  
**Minutes of the July 25, 2022 Special Board Meeting**

Public notice of the July 25, 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 3:06 p.m. Board members in attendance included Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; Jake Gruver; David Hoffman; Chris Dietz; Carley Razzi; Jamie Williams; and Elwin Stewart.

John Skrip III, Robert Mazza, Beth Williams, and Lela Reichart were not present.

Also present were Patrick Andrews, Chief of Marketing Development, PDA; Holly Zarefoss, Liaison PDA and ACMA Boards; Adrian Eve, Executive Policy Specialist, PDA; and Adam Morris, Esquire, Assistant Chief Counsel, PDA.

Abigail Miller and Virginia Mitchell, PWA, were also in attendance.

**RECOMMENDATION FROM FINANCE COMMITTEE**

This conversation was tabled for a future meeting.

**APPROVAL OF FULL PROPOSALS**

Mario Mazza referred the Board to the full proposals ranked one through nine. There was discussion on multiple projects regarding their return on investment and whether or not to recommend the projects to PLCB for funding.

**RESOLUTION 2022.20-APPROVAL OF ACT39 GRANT RECOMMENDATIONS TO PLCB**

Presented by: Jake Gruver

Second by: Carley Razzi

Passed: Unanimously

To recommend projects ranked one through nine in the amount of \$1 million for Round 7 of Act39.

Virginia Mitchell provided an update on the Pennsylvania Wine Association (PWA) marketing campaign. The Board requested that additional metrics be utilized in the PWA reports. They also questioned what if there is any foresight on the app. Virginia explained that they plan to build more content in the current and coming years. The Board also requested that specific allocations of advertisement money and progress reports on the app be included in future updates. The proposal was considered by the Board.

**RESOLUTION 2022.21-APPROVAL OF PROJECT THROUGH ACMA FUNDS**

Presented by:

Second by:

Passed: Unanimously

To fund \$344,578 of the PWA proposal through Act39 and \$155,422 using ACMA funds. The ACMA funds are contingent upon PWA providing the following information and it being perceived as satisfactory: an update based on the information provided on the current 6-month update; an update on the app; and a breakdown of where advertisement money is being spent.

## **ADJOURNMENT**

### **RESOLUTION 2022.22-MOTION TO ADJOURN**

Presented by: Jamie Williams

Passed: Unanimously

To adjourn the meeting.

There being no further business, the Pennsylvania Wine Marketing and Research Program Special Board Meeting adjourned at 4:05 p.m.

A handwritten signature in cursive script that reads "Holly Zarefoss".

Holly Zarefoss  
July 25, 2022