

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
MS TEAMS VIRTUAL BOARD MEETING
Minutes of the August 29, 2023 Board Meeting

Public notice of the August 29, 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; John Landis; Jamie Williams; Robert Mazza; Chris Dietz

Elwin Stewart, Leila Reichart, Jake Gruver, John Skrip, III, were not present.

Also in attendance were Lindsay Young, 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.

Also present was Virginia Mitchell, PWA

APPROVAL OF MEETING MINUTES

RESOLUTION 2023.35-MEETING MINUTES

Presented by: Robert Mazza

Seconded by: Chris Dietz

Passed: Unanimously

To approve the Minutes of the July 11, 2023 and August 16, 2023 meetings.

FINANCIAL REPORTS

Lindsay Young, McKonly and Asbury, CPAs, referred members for further discussion to information regarding the A/P Aging Summary, Budget vs. Actual for period ending July 31, 2023, the Balance Sheet as of July 31, 2023, Profit and Loss as of July 2023 and Profit and Loss Budget vs. Actual as of July 2023.

RESOLUTION 2023.36-APPROVAL OF FINANCIAL REPORT

Presented by: Carley Razzi

Seconded by: David Hoffman

Passed: Unanimously

To approve the Financial Report as presented.

ASSESSMENT REPORT

Jenny Groff, Clerical Assistant, referred to the Wine Assessment Report as of August 17, 2023 and reported that collections from 2019 and 2023 have increased as follows: 2019, almost \$600; 2020, over \$5,000; 2021, over \$800; 2022, nearly \$1,300; 2023 over \$9,600. She reported that checks were also received this past week. Ms. Groff indicated that 2019 delinquents have received final calls and are in legal process and 2020 delinquents that have not paid will be receiving letters from the legal office.

RESOLUTION 2023.37-APPROVAL OF ASSESSMENT REPORT

Presented by: Karl Zimmerman

Seconded by: John Landis

Passed: Unanimously

To approve the Assessment Report as presented.

PWA ACTIVITY UPDATE

Virginia Mitchell, PWA, provided an update regarding Pennsylvania Wine's marketing efforts. She noted that PWA participated in the Seven Springs Wine Festival held this past weekend with 26 PA wineries represented and 4 educational wine seminars conducted during the event. Two wine festivals for the remainder of 2023 include Longwood Gardens Wine and Jazz Festival on September 23, 2023 and Liberty Mountain Wine Festival on October 13-15, 2023.

Ms. Mitchell indicated that PA Wine continues to post on social media and uses hashtag PA Wines to find engaging content from PA Wineries and reposts when appropriate. She stated PA Wine social media reached over 14,000 accounts on Instagram and Facebook.

Three wine-time videos in the second season have been produced thus far with the third recently recorded at Armstrong Valley, which will be published in early September. Ms. Mitchell reported that PWA is working with PA Media Group to finalize the last three videos focusing on fermentation, white and red winemaking.

The Uncork PA podcast has four remaining episodes continuing on with the Masterclass series on PA wine regions. It was noted that year to date the podcast has made over 400,000 impressions reaching over 200,000 users.

Ms. Mitchell noted that PA Wine Month will begin in October, and PWA will be pushing visitation to wineries through different channels, including collaborations on social media and print advertisements, such as Table magazine.

She stated Wine Trail grant applications for the current year were sent to Wine Trail representatives. PWA's grant review committee will review all applications after the deadline this Friday, September 1, 2023. A preliminary re-design of Pennsylvaniawine.com. will be more user-friendly. PWA plans to launch the updated site with the industry portal by October 1, 2023.

Beth noted an article in [PennLive](#) promoting the wine festival at Seven Springs.

SUBCOMMITTEE UPDATES

Marketing

None.

Research

Mr. Williams reported slowly starting to get through Round Four.

Institutional Relations

Chair Mazza reported that after spending time trying to figure out Penn State and operational funds that the Board provides to viticulture and enology extension, that a series of emails have been received and the matter may have gotten to the right people at Penn State to ensure that operational funds do not get lost in the overall general extension budget. Chair Mazza requested an emailed update as to when those recommendations would be on the Board's agenda.

Ms. Williams and the committee have been discussing the concept of a student scholarship. Mr. Landis noted that some of the emails he read were regarding having students onsite rather than funding scholarships. Ms. Williams noted a work study program was also proposed. There was discussion regarding shorter internships and Dr. Hickey's suggestion to utilize that towards viticulture internships through Penn State.

Mr. Mazza recommended using interest proceeds from investments to fund those as opposed to using direct funds from Act 39 or ACMA. An understanding of what that interest income would be now and in the future should be considered.

Finance

Work on moving funds is proceeding forward.

Industry Relations

None.

REVIEW ECONOMIC IMPACT PROPOSAL

Chair Mazza reported that John Dunham and Associates responded to an RFP regarding an updated economic impact study. He referred members to the proposal for further review and discussion.

RESOLUTION 2023.38-APPROVAL OF ECONOMIC IMPACT PROPOSAL

Presented by: Carley Razzi

Seconded by: Jamie Williams

Passed: Unanimously

To accept the proposal of John Dunham and Associates for the 2023 Economic Impact Study.

NEW BUSINESS

Mr. Andrews provided an update regarding the online payment system. He reported not receiving an MOU for the data sharing from the PLCB and was told that software build could not be done for at least six months. The end date was moved from October 1, 2023, to the end of January 2024. Mr. Andrews noted the Secretary has control over administrative expenses, but does not exercise it, and is also the appointing authority, which has some level of control. He further noted that Counsel is trying to educate the Office of the Budget and Department of General Services about the boards and the necessity to be on one of these contracts.

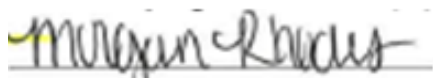
Mr. Andrews commented that all of the functions of the electronic payment system were great. The system allows for corrections of mistakes and will also "relieve a lot of clerical burden." He anticipates the wine producers will be the "leaders in the new system in proving that it works." He will provide an emailed update to all boards regarding which contract would be used and the end date once it was provided to him. User guides and recorded webinars will also be provided.

ADJOURNMENT

RESOLUTION 2023.39-MOTION TO ADJOURN

Presented by: Jamie Williams

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Virtual Meeting adjourned at 10:37 a.m.



Morgan Rhodes

August 29, 2023