

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
MS TEAMS VIRTUAL BOARD MEETING
Minutes of the November 14, 2023 Board Meeting

Public notice of the November 14, 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; Chris Dietz; Elwin Stewart; and Robert Mazza.

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

Also in attendance were Lindsay Young, McKonly and Asbury CPAs; Patrick Andrews, Secretary of Agriculture Representative, PDA; Beth Williams, Board Project/Program Coordinator; Jenny Groff, Clerical Assistant; Holly Zarefoss, Administrative Assistant for Commodities; and Adam Morris, Esquire.

Also present was Virginia Mitchell, PWA; Scott Neeley; and F. Dowling

APPROVAL OF MEETING MINUTES

RESOLUTION 2023.40-MEETING MINUTES

Presented by: Karl Zimmerman

Seconded by: Elwin Stewart

Passed: Unanimously

To approve the Minutes of the August 29, 2023 meeting.

FINANCIAL REPORTS

Lindsay Young, McKonly and Asbury, CPAs, referred members for further discussion to information regarding the A/P Aging Quick Zoom, Budget vs. Actual for the period that ended September 30, 2023; the Balance Sheet as of September 30, 2023; Profit and Loss Budget vs. Actual July through September 2023; and the Profit and Loss YTD Comparison July through September 2023.

RESOLUTION 2023.41-APPROVAL OF FINANCIAL REPORT

Presented by: Jamie Williams

Seconded by: Carley Razzi

Passed: Unanimously

To approve the Financial Report as presented.

ASSESSMENT REPORT

Jenny Groff, Clerical Assistant, referred to the Wine Assessment Report as of October 31, 2023, and reported that collections from 2019 and 2023 had increased as follows: 2019, \$174 added; 2020, \$14,401.60; 2021, \$3,116.20 just processed; 2022, \$3,700; 2023, \$7,300. Ms. Groff indicated that 2019 and 2020 delinquents were in legal process, and soon the 2021 audit would commence.

RESOLUTION 2023.42-APPROVAL OF ASSESSMENT REPORT

Presented by: Dave Hoffman

Seconded by: Chris Dietz

Passed: Unanimously

To approve the Assessment Report as presented.

REVIEW AUP REPORT

Lindsay Young, McKonly and Asbury, CPAs, referred members to the Independent Accountants' Report for Agreed-Upon Procedures prepared by Garcia, Garman and Shea. Copies of bank reconciliations were reviewed, and cash and money market accounts agreed with the general ledger. There were no recommendations.

Cash disbursements procedures were selected to assure appropriate documentation supported approvals, copies of checks sent out matched the invoice, and it was found that appropriate documentation was maintained. Cash receipt procedures were tested and found to be maintained. No discrepancies were found and no recommendations were necessary .

Internal controls revealed no specific findings. Recommendations were made with regard to ways to explore timely deposits of checks into the bank from the Department.

Mr. Andrews explained the mail process when first delivered to the Department of General Services until the time it is received by the Wine Board. He noted the process could take as little as two weeks and up to a few months.

RESOLUTION 2023.43-APPROVAL OF AUP REPORT

Presented by: Dave Hoffman

Seconded by: Chris Dietz

Passed: Unanimously

To approve the Agreed-Upon Procedures Report as presented.

PWA ACTIVITY UPDATE

Virginia Mitchell, PWA, provided an update regarding Pennsylvania Wine's marketing efforts. She reported that two PA Wine Promotion Festivals planned for the fall of 2023 had to be cancelled, including Longwood Wine and Jazz Festival cancelled due to hurricane conditions, and the first annual Liberty Mountain Wine Festival postponed due to rainy conditions and rescheduled for June of 2024. A virtual Holiday get-together or Happy Hour event is scheduled for December 2023.

Ms. Mitchell indicated that Pa Wines continues to post regularly on social media with educational content regarding PA wineries, PA wines, and general winemaking information.

Throughout October wine trail events were posted and shared. In the past 30 days, PA Wines reached on Instagram over 7,000 and over 16,000 on Facebook. A print and digital campaign was carried out with Table magazine in September and October, which generated over 1,600 impressions and 50 click-throughs to pawine.com during September.

The Wine Time video series is in its second season and wrapped production. Final videos will be released in November and December.

The last Uncork PA podcast episode needed to be recorded this month, and over a dozen wine industry members this year have been interviewed to provide current and interesting content to listeners. The upcoming episode will focus on sharing options for holidays to inspire listeners to pick up a bottle of PA wine for gifts, entertaining or holiday dinners.

A year-long campaign was run on pennlive.com and performed well during peak months of late spring through early fall. About 4,000 clicks on ads drove traffic back to pawine.com. She noted campaign efforts produced over 4,000 hours of brand exposure.

Ms. Mitchell indicated working with five wine trails to deplete wine trail funding from Round 6 focusing on events, digital and print campaigns, and radio ads with matching funds. Final reports are due by the end of the year.

Blue Tomato, the website developer, is collaborating with PWA updating content to be published on the new website, which will be more user-friendly with a portal to locate upcoming PWA events.

She noted that 25 wineries will be participating at the PA Farm Show. An ad was placed in the Farm Show magazine. Two educational seminars will be held in the main hall.

Scott Neeley discussed the benefits of a Pennsylvania Wine Peer Review, a blind tasting of PA wine varietals to help define the personality of PA wine, which brings wine owners and makers together.

CONFERENCE UPDATE

Beth Williams, Board Project/Program Coordinator, discussed the 2024 PA Wine and Grape Industry Conference, February 28-29, 2024, in State College, PA. She noted four sessions included at the event included a member workshop, PWA annual membership meeting, marketing breakout sessions, and a bottle share reception and dinner at the Penn Stater. A session for those involved in marketing will also be held.

SUBCOMMITTEE UPDATES

Marketing

Ms. Williams noted her goal to revamp the wine section of PDA's website had been achieved, and she referred members to that information pertaining to producers, growers, and other industry members for further discussion. She praised the assistance of Zachary Newby, the state's digital director, with helping in the process.

John Landis suggested that a note be sent to all wineries regarding this new site.

Research

Jamie Williams had no report. Ms. Williams noted working on the next round of reports.

Institutional Relations

Chair Mazza had no report.

Finance

Ms. Young noted reaching out to PNC Bank and Investments but ran into a number of snafus regarding documentation requirements. It was suggested that the Wine Board remain with its existing bank. She then contacted the local branch in Camp Hill for assistance in regard to connecting to the appropriate individual who could assist in the investment of funds. Robert Fenner, governmental banking specialist, Citizens Bank, Liverpool, New York suggested not doing laddered CDs but instead an insured deposit service account to utilize a demand deposit marketplace, DDM, program. Mr. Fenner provided information regarding the program. She will contact Mr. Fenner and ask for additional clarification.

Robert Mazza noted disappointment with PNC Bank regarding the higher interest rate offered in the laddered CD program and will continue to pursue the matter with that bank. There was further discussion regarding interest rates offered for different investment accounts.

Industry Relations

David Hoffman discussed a scholarship program that grants aid to a student with formal coursework, whereas an internship is for an advanced student trying to gain practical experience. He noted there needed to be further discussion regarding the funding of the

program and details to be addressed. A full proposal will be presented to the Board at the spring meeting.

PSU VITICULTURE AND ENOLOGY POSITIONS

Chair Mazza reported that he had contact with Mary Ellen O'Brien at Penn State and is working to get a new MOU in place for the operational expenses. He hoped to have a draft for members to review at a meeting early next year.

RESOLUTION 2023.44-APPROVAL OF MOU NEGOTIATIONS

Presented by: Robert Mazza

Seconded by: Jamie Williams

Passed: Unanimously

To approve negotiations with Mary Ellen regarding an MOU for a three-year term of approximately \$16,000 for the Penn State's viticulture and enology programs renewable after that three-year term for another three-year term before the end of the year.

FINALIZE SCORING METRICS

Will be revisited before reviewing proposals.

REVIEW RFP

Mr. Andrews commented that if the scoring metrics are to be published in the RFP it would be good to have them discussed now. He will send this RFP along with the Beer RFP to the PLCB for review before it's published in the [Pennsylvania Bulletin](#) the first week of January 2024. Mr. Andrews noted the proposal template would be revised to work for all involved.

Mr. Andrews noted a concern identifying priority areas for proposals to impact, which could be added as well as adding a link to the position paper. Members were requested to provide input on the priority concerns. Generational and diversity market research and timelines and more in-depth budgeting were suggested for consideration.

There being no further comments with regard to specific topics, Chair Mazza indicated that portion will remain as listed and if necessary revisited in the future or updated in the position paper.

RESOLUTION 2023.45-APPROVAL OF RFP

Presented by: Chris Dietz

Seconded by: Carley Razzi

Passed: Unanimously

To approve the RFP provided dates are inserted based on the yet to be agreed upon 2024 meeting dates for the Wine Marketing and Research Program Board, and to include the link to the position paper that will be added and/or any minor changes that the PLCB may request.

2024 MEETING DATES

The Board reviewed and discussed possible meeting dates for 2024. Members agreed that the July 2024 meeting will increase to four hours, and the May 14, 2024 meeting will be decreased to two hours. The April and July meetings will be in person. The revised meeting dates will be provided to all members.

NEW BUSINESS

Mr. Andrews provided an update regarding the software. There were delays and "hang-ups" working with other agencies for data or rights to use contracts for processing electronic payments. He opined that onboarding should begin between July 2024 and January 2025, beginning with wine producers. All electronic payments will be conducted via ACH and not credit card, and no state contract will be used for the electronic payments. Testing will be conducted and the marketing process will begin. User guides will be available, and webinars will be conducted. Thereafter, the site will be available.

Mr. Andrews commended Attorney Morris for "going above and beyond" with the amount of time and effort advocating for the Wine Board to be able to use the state contracts. He had further discussion regarding the matter. He also commended the PLCB IT staff for their assistance.

Ms. Williams provided an update on the Economic Impact Study. She indicated being in contract with Linda Lamont from John Dunham and Associates, who cleaned and verified all the PWA, Department of Ag, and PLCB licensing data sent to them. Vineyard data was very sparse.

Chair Mazza requested a motion to renew Ms. Williams' contract for 2024.

RESOLUTION 2023.46-APPROVAL OF CONTRACT

Presented by: Jamie Williams

Seconded by: John Landis

Passed: Unanimously

To approve the renewal of Beth Williams' contract for 2024.

Chair Mazza requested a motion to approve Ms. William's virtual attendance at B.E.V. New York as well as in person at the North Carolina Conference.

RESOLUTION 2023.47-APPROVAL OF ATTENDANCE AT CONFERENCES

Presented by: Carley Razzi

Seconded by: David Hoffman

Passed: Unanimously

To approve Ms. Williams' virtual attendance at the B.E.V. New York and in person at the North Carolina Conference with total expenses in the amount of approximately \$1,800.

ADJOURNMENT

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Virtual Meeting adjourned at 1:00 p.m.



Mia Gallagher

November 14, 2023

