

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM**  
**VIRTUAL BOARD MEETING**  
**Minutes of the July 27, 2021 Board Meeting**

Public notice of the July 27, 2021 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 12:19 p.m. Board members in attendance included Karl Zimmerman, Vice Chairman; John Skrip, III; Robert Mazza; David Hoffman; Chris Dietz; Jake Gruver; Jamie Williams; Carley Razzi; and Lela Reichart.

Elwin L. Stewart, John Landis, Secretary/Treasurer, were not present.

Also present were Patrick Andrews, Chief of Marketing Development, PDA; Char Riley, Liaison PDA and ACMA Boards; Beth Williams, Board Project/Program Coordinator; Laura England, Director, Bureau of Market Development, PDA; Holly Zarefoss, Clerk 2, Bureau of Market Development; and Adam Morris, Esquire.

Sherri Voxakis, McKonly and Asbury CPAs, and Trish Brown, Treasurer, PWA, were also in attendance.

**APPROVE MEETING MINUTES**

**RESOLUTION 2021.25-APPROVAL OF MINUTES**

Presented by: Robert Mazza

Seconded by: Chris Dietz

Passed: Unanimously

To approve the Meeting Minutes of June 29, 2021.

**ELECTION OF OFFICERS**

Patrick Andrews entertained nominations for Chair, Secretary/Treasurer and Vice Chair.

**RESOLUTION 2021.26-NOMINATION OF SECRETARY/TREASURER**

Presented by: Robert Mazza

Seconded by: Chris Dietz

Passed: Unanimously

To retain John Landis as Secretary/Treasurer

**RESOLUTION 2021.27-NOMINATION OF CHAIR AND VICE CHAIR**

Presented by: Robert Mazza

Seconded by: Jake Gruber

Passed: Unanimously

To retain Mario Mazza as Chair and Karl Zimmerman as Vice Chair

**BUDGET 2021-2022**

Sherri Voxakis, McKonly and Asbury CPAs, Holly Zarefoss, Clerk 2, Bureau of Market Development presented an updated 2021-2022 Budget and discussed adjustments to the Assessment Income. Mr. Andrews suggested the following adjustments: \$230,000 for 2021; \$20,000 for 2020; \$40,000 for 2019; \$25,000 for 2018; \$20,000 for 2017.

**RESOLUTION 2021.28-APPROVAL OF BUDGET ADJUSTMENTS**

Presented by: Karl Zimmerman

Seconded by: Robert Mazza

Passed: Unanimously

To approve the Assessment Income Budget adjustments.

Ms. Voxakis discussed interest amounts for the checking and savings accounts and Board expenses.

Chair Mazza suggested that a draft budget be approved in totality rather than line by line.

**RESOLUTION 2021.29-APPROVAL OF DRAFT BUDGET**

Presented by: Karl Zimmerman

Seconded by: Robert Mazza

Passed: Unanimously

To rescind the previous approval of the Asset Income budget adjustment and to approve the Draft Budget as proposed.

Chair Mazza noted a final budget could be approved at the end of August once information regarding project proposals that are funded outside of Act 39 funds is received.

**PWA UPDATE**

Trish Brown, Treasurer, PWA, referred members to Round 5 updates for review. She indicated that Camp Pennawine is in motion, visitation and sales related to the PWA website had

increased compared to 2020 and preparation work has commenced for the October PA Wine Month. Ms. Brown stated a hybrid educational testing would be introduced in October as a result of feedback received from the Somm Judgement.

## **REVIEW OF REVISED PROPOSALS**

Chair Mazza reminded members that the Board had decided to reach out and ask a few applicants for additional information, clarification and in some cases revisions to proposals so that a slate could be approved for recommendation to the PLCB for Act 39 funding.

Mr. Andrews summarized responses received. He indicated that Dr. Cain Hickey, Penn State University Viticulturist, was requested to tighten up the budget and did submit a revised proposal. Dr. Michela Centinari, Assistant Professor of Viticulture, Penn State University was requested to eliminate the workshop component and adjust the budget and as a result submitted a new proposal. The revised proposals were reviewed against the original proposals. There was further discussion regarding the changes that were made.

Mr. Andrews referred members to the PWA summary for further discussion of its original plan to use videos and podcasts and stated PWA was requested to clarify how this would be different from the website and the benefits of doing an app. Mr. Andrews has discussion with regard to the revised plan. Information regarding PWA employees and more information about Momentum were also highlighted in the plan. There was additional discussion regarding the costs of the app promotion.

Ms. Brown re-entered the meeting to have further discussion of app benefits and answered questions from Board members.

Members continued discussion with regard to the slate of revised budgets and score adjustments.

## **APPROVAL OF PROPOSALS**

### **RESOLUTION 2021.30-APPROVAL OF PROPOSALS 1 THROUGH 8**

Presented by: David Hoffman

Seconded by: John Skrip

Passed: Unanimously

To fund the proposals ranked one through eight that total \$1,018,780, one million coming from the Act 39 Funds, and \$18,780 from ACMA and going towards Rank Number Two, PWA's Proposal.

There was further discussion regarding other proposals that ranked just outside of the top eight for funding through ACMA funds. Robert Mazza motioned that ACMA funds be utilized to fund

the mildew research from the University of Maryland as well. Jamie Williams maintained his score with regard to the University of Maryland ranking. There was no second to Mr. Mazza's motion. Proposals would be discussed further at the next meeting.

## **NEW BUSINESS**

Chair Mazza noted matters that would be discussed at the next meeting which included whether the Board wanted to explore opportunities with regard to Act 4. Ms. England indicated she, Kristie Rieben and Chair Mazza had a conversation with Peter Gallo, who is an expertise in wine, beer and spirits international sales and trade, regarding the development of a program to build a wine marketing program for Pennsylvania. Ms. England noted that a follow-up conversation would be held with Mr. Gallo with regard to engaging his services as a consultant. Robert Mazza did not see any reason why the wine and grape industry should not be a part of such a program. Ms. Reichart agreed.

Chair Mazza commented that efforts had been made with regard to workforce development. Molly Kelly has approached the Board asking for a supporting agency able to act in that capacity. Chair Mazza stated that would be something the Board should consider. Ms. Kelly would be asked to present more information for discussion at the August meeting.

Jamie Williams and Ms. Williams finished working on 95 percent of the Round 2 projects and asked members to comment on the report. There was further discussion.

## **ADJOURNMENT**

### **RESOLUTION 2021.31-MOTION TO ADJOURN**

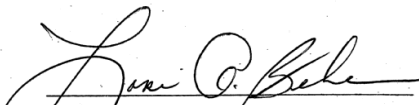
Presented by: Jamie Williams

Second by: Carlie Razzi

Passed: Unanimously

To adjourn the meeting.

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Virtual Meeting adjourned at 2:15 p.m.



Lori A. Behe  
July 27, 2021