

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
VIRTUAL BOARD MEETING
Minutes of the June 29, 2021 Board Meeting

Public notice of the June 29, 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 10:10 a.m. Board members in attendance included Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; John Skrip, III; David Hoffman; Chris Dietz; Jake Gruver; Jamie Williams; and Carley Razzi.

Elwin L. Stewart, Robert Mazza and Lela Reichart 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 John Howard, Esquire, Chief Counsel.

Sherri Voxakis, McKonly and Asbury CPAs; Destiny Zieders, Executive Director at PA House of Representatives were also in attendance.

Chairman Mazza, Chairman, welcomed Carley Razzi, the Board's newest member. He also noted the recent death of Doug Moorehead, a former member of this Board and forefather of the industry.

APPROVE MEETING MINUTES

RESOLUTION 2021.21-APPROVAL OF MINUTES

Presented by: Chris Dietz

Seconded by: David Hoffman

Passed: Unanimously

To approve the Meeting Minutes of May 11, 2021. Ms. Razzi will receive a copy of the Minutes.

ACCOUNTING UPDATE

Sherri Voxakis, McKonly and Asbury CPAs, presented the financial information. Ms. Voxakis referred members to the current Pennsylvania Wine Marketing and Research Program Profit and Loss, Budget vs. Actual and Balance Sheet for further discussion. It was noted that the

enology educator should be changed to viticulture educator/operating budget and shared operational expenses. Board members had questions.

Mr. Landis commented that the Board started to receive invoices from Penn State for projects that the Board agreed to support.

Chairman Mazza stated, as noted on the balance sheet, progress had been made in recent years while still being able to implement some strong programming thanks to additional monies through Act 39 and thanked all for helping.

RESOLUTION 2021.22-APPROVAL OF FINANCIAL REPORT

Presented by: Jake Gruver

Seconded by: John Skrip, III

Passed: Unanimously

To approve the Financial Report as presented.

ASSESSMENT REPORT

Holly Zearfoss, Clerk 2, referred members to the Wine Assessment Report as of May 31, 2021 and the comparative April 31 (sic), 2021 Wine Assessment Report for further discussion.

Mr. Andrews noted receipt of data from the PLCB which would help in building up the audit for 2019.

It was noted that progress has been made with regard to the 2018 audit and that the first letter had already been sent to the delinquents and it was now time to send the second letter.

RESOLUTION 2021.23-APPROVAL OF ASSESSMENT REPORTS

Presented by: Chris Dietz

Seconded by: David Hoffman

Passed: Unanimously

To approve the Assessment Reports as presented.

RFP APPROVAL

Chairman Mazza commented that there were some suggested edits to the RFP. Mr. Andrews referred members to the RFP on the screen for further discussion of the suggestions. He noted the main change that the Board identified was clarifying some language around marketing and research in terms of qualifications (highlighted in red) and also reinforcing the idea of sticking to the format put forward. He further noted that anything highlighted in yellow were the "to be determined dates".

Mr. Andrews stated the failure to follow format could result in a proposal being set aside. He noted the language for research projects that was added to the qualifications section of the concept paper. Marketing language was fine tuned. The length of the concept paper may need to be three pages, instead of two, due to the extra information being requested. There was further discussion regarding the addition of an addendum to the concept paper, who the Board would be comfortable with granting the funds to, the use of grant amounts in tiers, and language changes.

John Howard, Board Counsel, discussed language additions to the full proposals and whether or not different private marketing entities with no previous contact with the wine industry could make proposals, which would have an effect on the management of applications and proposals going forward. There was further discussion regarding additions and deletions to the proposals.

FUTURE OF THE NOMINATION PROCESS

Beth Williams, Board Project/Program Coordinator, updated Board members on some of the projects she was working on, including a Round Two layout and design draft of the legislative report, which had been sent to the research and marketing committee chairs. Ms. Williams asked Board members to comment on the implementation of a communication plan.

Chairman Mazza asked members to provide feedback within the next couple months either via email or one-on-one contact. He suggested that the Round Two report be delivered to the legislature in October. Ms. Riley offered to review her emails received over the past two weeks regarding the reports and will email an update to all members by the end of this week.

Ms. Williams stated, once the reports are up-to-date and contact information is available for the stakeholders, there should be somewhere where they can obtain accessible information. She will provide a rough layout for the site. Ms. Williams suggested scheduling a meet-and-greet with government stakeholders, which the Board was in agreement with. Mr. Williams suggested that the meeting be held in September.

INDUSTRY CLASSIFIEDS

Chairman Mazza noted Penn State's reluctance in this matter. Board members offered comments.

[The Board recessed until 11:45 a.m.]

R6 COVID 2022 PROPOSALS REVIEWS

Chairman Mazza noted this opportunity to discuss whether or not to continue presentations with follow up comments and questions, and discussion regarding revised scores, rankings and use of ACMA funds.

Chairman Mazza reminded members that this was the second round in conjunction with the Beer Board joint proposals and members discussed the scoring of the joint proposals, marketing and research proposals received.

After discussion, Mr. Andrews noted the following bullet list of requests that he compiled: There could not be anything exclusive to PWA members, eliminate the app, eliminate podcast or web elements, and clarification of three things, background on Abigail and Bo, details on vendors, and the joint committee. Ms. Razzi suggested that more detail be provided with how the app would work in relation to the website. It was also suggested that a post include classified information. Responses are to be received by Tuesday, July 27, 2021, the next date the Board would meet for a very narrow agenda focused on finalizing recommendations for Act 39 Round 6 funding.

There was further discussion regarding the spotted lanternfly research proposal.

NEW BUSINESS

None

ADJOURNMENT

RESOLUTION 2021.24-MOTION TO ADJOURN

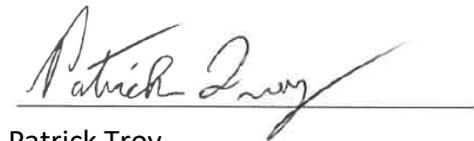
Presented by: Jamie Williams

Second by: Jake Gruver

Passed: Unanimously

To adjourn the meeting.

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Virtual Meeting adjourned at 1:20 p.m.



Patrick Troy

June 29, 2021