

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
VIRTUAL BOARD MEETING
Minutes of the May 11, 2021 Board Meeting

Public notice of the May 11, 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 10:07 a.m. Board members in attendance included John Landis, Secretary/Treasurer; John Skrip, III; David Hoffman; Chris Dietz; Jake Gruver; Robert Mazza; Jamie Williams; and Lela Reichart.

Karl Zimmerman, Vice Chairman, was not present. Elwin L. Stewart was not present at the commencement of the meeting.

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

Laura England, Director, Bureau of Market Development, PDA, was not present at the commencement of the meeting.

Lindsay Young, Sherri Voxakis, McKonly and Asbury CPAs; Dr. Cain Hickey, Penn State University Viticulturist; Dr. Michela Centinari, Assistant Professor of Viticulture, Penn State University; Dr. Helene Hopfer, Assistant Professor in Food Science; Dr. Molly Kelly, Penn State University Enology Extension Educator; Greg O'Laughlin, SWELL; Trish Brown PWA.

APPROVE MEETING MINUTES

RESOLUTION 2021.16-APPROVAL OF MINUTES

Presented by: David Hoffman

Seconded by: Jake Gruver

Passed: Unanimously

To approve the Meeting Minutes of April 13, 2021.

ACCOUNTING UPDATE

Lindsay Young, McKonly and Asbury CPAs, stated her associate Sherri Voxakis, as well as John Landis Board Secretary/Treasurer, would be presenting today's financial information. Ms. Voxakis referred to the current Pennsylvania Wine Marketing and Research Program Profit and

Loss, Budget vs. Actual and Balance Sheet for further discussion. Board members had questions. A typographical error was noted.

Elwin L. Stewart entered the meeting at 10:09 a.m.

RESOLUTION 2021.17-APPROVAL OF FINANCIAL REPORT

Presented by: Jake Gruver

Seconded by: Jamie Williams

Passed: Unanimously

To approve the edited Financial Report as presented.

ASSESSMENT REPORT

Ms. Zarefoss referred members to the Wine Assessment Report as of April 31 (sic), 2021 and the comparative March 31, 2021 Wine Assessment Report for further discussion.

RESOLUTION 2021.18-APPROVAL OF ASSESSMENT REPORTS

Presented by: Chris Dietz

Seconded by: Jake Gruver

Passed: Unanimously

To approve the Assessment Reports as presented.

NCE (NO COST EXTENSION) REQUEST OF BRYAN HED, PSU, ME#44208972

SURVEY FOR GRAPEVINE LEAFROLL VIRUSES IN PA

Members were referred to correspondence from Bryan Hed, Research Support Technologist IV from the Lake Erie Regional Grape Research and Extension Center requesting that the performance end date be changed to December 31, 2021.

RESOLUTION 2021.19-APPROVAL OF REQUEST

Presented by: David Hoffman

Seconded by: John Skrip, III

Passed: Unanimously

To approve the no-cost extension request as presented.

REFERENDUM TIMELINE

Mr. Andrews referred members to the referendum checklist/timeline (2021) for further discussion.

Ms. Riley discussed the timeline information, referendum checklist, the letter sent to Russell C. Redding, Secretary, regarding the matter, the official ballot sent to all wine producers and the last date to receive ballots and the referendum order. Chairman Mazza commented that the last referendum passed with 65 or 70 in favor and about a dozen against.

SYMPOSIUM DISCUSSION

Chairman Mazza and Board members had discussion regarding symposium information and how to disseminate that information as opposed to going back to previous methods post COVID. Dr. Cain Hickey, Penn State Viticulturist, talked about what his team has done to widen its breadth of impact and provided information as to what Penn State has done collaboratively with other institutions including Cornell University for virtual opportunities.

Robert Mazza commented that it might be a good idea to plan an in-person symposium before the colder weather arrives. Dr. Hickey was in favor of an in-person symposium versus a six-hour virtual meeting. Members commented on the virtual symposium format and offered suggestions.

Mr. Andrews noted his recent participation in the virtual Farm to Institution Northeast Summit and commented that it was done very well.

Chairman Mazza stated this would be an ongoing open topic for discussion. Dr. Hickey will update members with some ideas and suggestions.

RFP FOR CLASSIFIEDS

Chairman Mazza discussed putting out a specific RFP on how the Board would integrate online classifieds for the industry. He talked about the Finger Lakes Grape Classifieds and Grape Connection program.

Laura England entered the meeting at 10:45 a.m.

RFP FOR CLASSIFIEDS (CONT.)

Board members offered comments and suggestions regarding classifieds. As Mr. Stewart suggested, Chairman Mazza will contact Dean Roush's office with regard to continuing the classifieds. There was further discussion.

RFP IMPROVEMENTS

Chairman Mazza stated an RFP was circulated by Mr. Andrews last week for Round 6. Mr. Andrews had a copy of the draft for members to review and asked them to offer suggestions for improvement of the RFP.

Mr. Stewart commented on some of the features lacking in the RFP that would give the evaluator the ability to assess and weigh the opportunity for success. He noted that research, marketing, extension, education and outreach are all bunched into one which he sees as a problem.

Mr. Andrews commented that changing that to be multiple RFPs would affect the timeline agreed to with PLCB to a certain extent. He talked about including a required information section in the RFP for the different types of proposals.

Mr. Stewart will send in a list of what he would like to see included in research proposals, Mr. Andrews will include that information in an RFP draft form and send it to all members for review.

Another Board member suggested improvement to project reports and formats with regard to how outcomes are measured and data is collected.

UPDATING MEMBER LIST

Ms. Riley noted issues in other boards with regard to members not receiving her emails. Mr. Andrews asked that members email their contact information to Ms. Riley.

Mr. Andrews talked about the implementation of a business plan that is currently being developed with regard to the mission, vision, values and identification of core processes within the Bureau and to provide better communication with the Board.

NEW BUSINESS

There was discussion with regard to when the implementation of a payment system to accept credit cards would come about. Mr. Andrews explained that would require new software and noted that possibly within the next two weeks it will go through the process of being evaluated and prioritized.

Mr. Landis suggested that an email be sent out to all members summarizing the last four or five years prior to the vote in November.

PROJECT AND PROGRAM COORDINATOR WORK PLAN

Chairman Mazza commented that he and Ms. Williams meet weekly and that she is working with committees on some projects. She has started a letter and will utilize the mailer going out to PDA summarizing the activities of the past several years, including surveys done in the past.

Ms. Williams attended a number of introductory meetings and feels things are starting to "fall into place" in understanding how everything works. She stated a meeting will be held tomorrow with the research committee regarding the Round 2 grants. Ms. Williams further stated she is trying to identify who the industry stakeholders are and how they can be reached.

Chairman Mazza noted that Ms. Williams will provide updates regularly.

UPDATE

Greg O'Laughlin, SWELL and Trish Brown, PWA, presented at the meeting to provided highlights of the information sent to the Board earlier including goals, foot traffic at wineries, website traffic, wine guide requests, advertising, including the PA Wine Land Post Special Edition. Mr. O'Laughlin talked about the PA Sommelier Judgment 2021 event which will occur May 24, 2021.

MISCELLANEOUS

Ms. Riley is working on the recommendations for Board appointments will provided recommendations to Mr. Andrews and Ms. England by next week.

Mr. Andrews encouraged members to review his email regarding virtual meetings.

ADJOURNMENT

RESOLUTION 2021.20-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 11:37 a.m.



Patrick Troy
May 11, 2021