

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
BOARD MEETING**

Minutes of the March 12, 2019 Board Meeting

Pennsylvania Department of Agriculture

Room 405

2301 North Cameron Street

Harrisburg, PA 17110

Public notice of the March 12, 2019 Pennsylvania Wine Marketing and Research Program Board Meeting was given on February 28, 2019 as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:02 a.m. Board members in attendance included Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; Robert Mazza; Elwin L. Stewart; John Skrip, III; Jamie Williams; Chris Dietz; and Charles Zaleski, Jr. (via telephone).

Board members not in attendance included David Hoffman and Jonathan Patrono.

Lela Reichert (via conference call) and John Howard, Esquire, Acting Chief Counsel, were not present at the commencement of the meeting.

Patrick Andrews, Chief, Agriculture Marketing Development Division, Pennsylvania Department of Agriculture; Char Riley, Administrative Assistant, Commodities and Marketing; Larry Shrawder, Stony Run Valley Vineyards; and Morgan Sheffield, Specialty Crop Grant Coordinator.

DISCUSSION OF MEETING MINUTES

Chairman Mazza referred members to the February 19, 2019 Minutes for review.

RESOLUTION 2019.05 APPROVAL OF MINUTES

Presented by: John Landis

Seconded by: Elwin L. Stewart

Passed: Unanimously

To approve the Minutes of the February 19, 2019 meeting.

REVISED SCOPE FOR SLF PROJECT

Chairman Mazza stated that Molly Kelly, Ph.D., Enology Extension Educator, Penn State Cooperative Extension, Penn State University, submitted a revised scope for the Spotted

Lanternfly Project (SLF) based on feedback received. He noted, due to a toxicity question, Penn State will not allow any human testing, and that portion will be removed from the project.

Mr. Andrews explained that the human testing would be replaced with toxicity testing. He further explained the intent of the project will not be completed under the scope, which would require a change in money requested. The Board would need to approve the revision after which Mr. Andrews will submit same to the PLCB.

RESOLUTION 2019.06 APPROVAL OF REVISION

Presented by: Jamie Williams

Seconded by: John Skrip, III

Passed: Unanimously

To approve the revised scope of the PennState Lanternfly Project (SLF)

DISCUSSION OF PROPOSALS FROM 2/19/2019

Prior to the Board discussing proposals submitted at the 2/19/19 meeting, Chairman Mazza requested clarification of several items, including approval of the viticulturist position at Penn State and a revision of the grant proposal to \$50,000 per year for three years. In light of new details, Chairman Mazza requested that the Board approve the proposal.

RESOLUTION 2019.07 APPROVAL OF PROPOSAL

Presented by: Karl Zimmerman

Seconded by: Jamie Williams

Passed: Unanimously

To approve a revised grant proposal in the amount of \$50,000 a year for three years.

RESOLUTION 2019.08 APPROVAL OF PROPOSAL

Presented by: Jamie Williams

Seconded by: Karl Zimmerman

Passed: Unanimously

To amend the motion to specify that ACMA funds will be utilized for the purpose of this position.

The Board discussed the proposals submitted at the 2/19/19 meeting.

#	Proposal	Applicant	Requested Amount
1)	Does delaying bud burst reduce the risk of frost damage while maintaining grape and wine quality? Effectiveness of pruning time and Amigo Application, Year 3	Kathy Kelley, on behalf of Michela Centinari (via telephone), PSU	\$46,365
2)	Evaluating the impact of under-trellis groundcover practices on winegrape production profitability and sustainability, Year 2	Kathy Kelley, on behalf of Michela Centinari (via telephone), PSU	\$45,221
3)	Defining regional typicity of Gruner Veltliner wines, Year 2	Ryan Ellis (via telephone), PSU	\$158,314
4)	Boosting polyfunctional thiols and other aroma compounds in white hybrid wines through foliar nitrogen and sulfur application, Year 2	Ryan Ellis (via telephone), PSU	\$109,892
5)	What do consumers look for in PA wines? A mixed-methods approach to study the importance of regionality and hybrid grapes	Helene Hopfer, on behalf of Michela Centinari (via telephone), PSU	\$90,597
6)	Improving tannin extraction in wines made from red interspecific hybrid (vitis spp) grapes	Helene Hopfer (via telephone), PSU	\$119,741
7)	Survey for grapevine leafroll viruses in Pennsylvania	Bryan Hed (via telephone), PSU	\$52,001
8)	Microbiome analysis of Chambourcin wine grapes	Carley Gwin (via telephone), PSU	\$31,970
9)	Canopy penetration of a common-use insecticide on Concord grapes in northwestern Pennsylvania: How Effective are Contemporary Spray Techniques?	Samuel Nutile (via telephone), PSU	\$13,403

10)	Eliminating herbicide drift into vineyards through education., cooperation and collaboration with herbicide use stakeholders.	Lawrence A. Shrawder, PAW	\$38,898
11)	Control; a proposal for the evaluation of small to medium-sized winery/cidery's cooperage challenges	Christine McCarl, Vineyard at Hershey	\$68,950
12)	Consumer attitudes and purchasing behaviors toward PA wines, wineries and retail wine marketing programs	Ferdinand F. Wirth, SJU	\$98,021
13)	Wine Marketing Grant for the Wineries and Vineyards Trail of Greater Philadelphia	Michael Newmuis, Visit Philadelphia	\$150,000
14)	Drink PA Wine	Salim Makhoulouf (in person) and Paul Vigna (via telephone), PA Media Group	\$283,515
15)	Marketing education and professional development for the Pennsylvania wine industry	Tanya Lama, PSU	\$49,904
16)	State of Wine	Donna Quinn, State of Wine	\$150,000
17)	Pennsylvania Wine Land Statewide Marketing and Promotions	Jennifer Eckinger, PWA	\$600,000
18)	Everything that the PA Winery Association should be asking about the winery sales of wine gift creations and wine gift basket programs but were afraid to ask	Tom Catanese	\$10,000
19)	PA Wine Industry wine gift basket DVD video - 120 minutes	Tom Catanese	\$26,850
20)	My wine gift basket and gift design and gift construction seminar	Tom Catanese	\$5,000
		TOTAL	\$2,148,642

There was discussion with regard to public education of herbicide drift into vineyard, as well as the licensing and criminal statutes and civil standards. Larry Shrawder suggested that an

attorney draft a letter with regard to the legal responsibilities of herbal applicators when working around sensitive crops.

John Howard, Esquire, Acting Chief Counsel, entered the meeting at 10:25 a.m.

Chairman Mazza suggested the Board proceed carefully when considering the components to be funded and the long-term implications for the industry. Mr. Shrawder agreed to change the proposal, but the "bottom line" was this drift issue needs to be stopped.

The use of ACMA Funds and Act 39 monies was explained as it pertains to this proposal.

Mr. Shrawder will assemble a committee of stakeholders from Penn State Extension, PDA, PPAB, and PWA, as well as stakeholders from the crop side for further discussion of the matter. Mr. Zaleski suggested the grape growers' association be included as well.

Attorney Howard suggested that a growers' meeting be held, which would be attended by an attorney to discuss civil liabilities and a chemical company representative to discuss alternatives.

Mr. Williams suggested that the matter be tabled to address ACMA funding with revisions.

RESOLUTION 2019.09 MOTION TO TABLE

Presented by: Jamie Williams

Seconded by: Chris Dietz

Mr. Landis was not in favor of the motion and suggested that a certain amount of ACMA funding be set aside based on a new proposal. The Board held further discussion on the motion. No vote was taken.

RESOLUTION 2019.09 MOTION TO REVISE PROPOSAL

Presented by: Jamie Williams

Seconded by: John Skrip, III.

Passed: Unanimously

Motion to request a revised proposal for consideration at the May 2019 meeting and that periodic updates be provided with regard to this matter.

Attorney Howard contacted Ross via text message.

Larry Shrawder exited the meeting at 11:05 a.m.

Chairman Mazza explained that the types of proposals included marketing, research, and a few that were both. Mr. Andrews referred Board members to a list of proposals for discussion of funding consideration and scoring.

During the funding discussion, Chairman Mazza noted he had invited Claudia Schmidt, agricultural economist, to present at the May meeting for discussion of unknown industry facts.

After the discussion of the funding proposals, Chairman Mazza suggested that a motion be approved to either recommend funding less the tuition component, which would be negotiated with Penn State, or approve a recommendation to the PLCB pending successful negotiation with Penn State regarding the tuition issue.

Chairman Mazza summarized and explained, at the end of this fiscal year, there would be approximately \$580,000 in ACMA funds, that the next fiscal year Act 39 money would be funded towards projects for the 2020 fiscal year and another quarter million dollars would be brought in, but there would be outgoing funds of \$50,000 for viticulturist, \$40,000 for drift and \$20,000 operational, leaving at the end of the next fiscal year ACMA funds of approximately \$720,000. Chairman Mazza further explained that placing a half million dollars into a fund still leaves in theory at the end of the next fiscal year \$220,000 of ACMA funds available to cover proposals that might not otherwise be funded. There was further discussion regarding the funding amounts.

After further discussion regarding the funding amounts, Chairman Mazza summarized the funding options as follows: To further trim across the board, to take the lowest project out or to fund the gap from ACMA.

RESOLUTION 2019.10 MOTION TO FUND GAP FROM ACMA

Presented by: Chris Dietz

Seconded by: Elwin Stewart

Passed: Unanimously

Motion to use ACMA monies to support the gap in funding amounts.

RESOLUTION 2019.11 MOTION TO RECOMMEND NINE PROJECTS TO THE PLCB

Presented by: Jamie Williams

Seconded by: Karl Zimmerman

Passed: Unanimously

Motion to recommend the slate of nine projects for a total of \$1 million to the PLCB.

RESOLUTION 2019.12 MOTION TO ALLOCATE ACMA FUNDS TOWARDS THE PWA PROPOSAL

Presented by: Robert Mazza

Seconded by: Chris Dietz

Passed: Unanimously

Motion to allocate \$77,918 from ACMA funds as additional funding towards the PWA proposal.

RESOLUTION 2019.13 MOTION TO REQUEST REVISED PROPOSAL FROM TANYA LAMA, PSU

Presented by: Jamie Williams

Seconded by: Chris Dietz

Passed: Unanimously

Motion to request a revised proposal from Tanya Lama, PSU, to eliminate international travel and to fund from ACMA. Mr. Andrews will contact Ms. Lama regarding the matter.

RFP REVISIONS/PWMRB EMPLOYEE

Chairman Mazza identified revisions with regard to RFPs. Those would include making a presentation at the symposium, a requirement for research and marketing grantees; setting hard dates for semi-annual reports (dates recommended were April 1 and October 1); and exclusion of tuition and anything else to be excluded. The Board will discuss scholarship funding, indirects, and fringe rates at the meeting in May. E-grants will also be addressed at that time.

Chairman Mazza suggested that the terms be defined in the RFPs and that a committee have more interaction with regard to the proposals.

There was discussion regarding a timeline for submittal of proposals. It was suggested that pre-proposals be submitted by early August and then the proposals would be due at the end of November early December, so the Board would have ample time to review them. There would be further discussion at the meeting in May. Hiring a part-time employee would also be addressed at that meeting.

Mr. Andrews updated the Board regarding an accountant SFP, e-grants, digital technology, and the PLCB grant program. Chairman Mazza suggested that a representative from the Board be present with Mr. Andrews with regard to grant conversations with the PLCB. There was further discussion regarding this matter as well as PCLB funding and budget updates.

Chairman Mazza referred Board members to an overview in their packets regarding the RFP process for review. Mr. Andrews suggested that similar information be provided to growers. There was further discussion regarding the symposium as well as the scope of work for the new employee that the Board may be hiring.

Board members were requested to RSVP their attendance at a meeting, so the appropriate amount of food could be prepared.

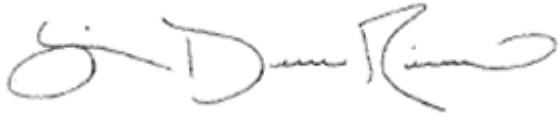
ADJOURNMENT

RESOLUTION 2019.14 ADJOURNMENT

Presented by: Jamie Williams

Seconded by: Chris Dietz

There being no further business, the meeting was adjourned at 1:42 p.m.

A handwritten signature in black ink, appearing to read "Lindsey Deann Richardson", enclosed in a thin black rectangular border.

Lindsey Deann Richardson

March 12, 2019