

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM**  
**BOARD MEETING**  
**Minutes of the July 2, 2019 Board Meeting**  
**Pennsylvania Department of Agriculture**  
**2301 North Cameron Street**  
**Harrisburg, PA 17110**

Public notice of the July 2, 2019 Pennsylvania Wine Marketing and Research Program Board Meeting was given on April 16, 2019, as stipulated by the Sunshine Law.

**CALL TO ORDER**

Mario Mazza, Chairman, called the meeting to order at 10:08 a.m. Board members in attendance included Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; Robert Mazza; Elwin L. Stewart; Chris Dietz; David Hoffman; Jonathan Patrono (via telephone); Jamie Williams; and Lela Reichart.

Board members not in attendance included John Skrip, III, and Charles Zaleski, Jr.

John Howard, Esquire, Acting Chief Counsel; Char Riley, Administrative Assistant, Commodities and Marketing; Laura England; Holly Zarefoss and Lindsay Young, Accounting; Jennifer Munsch and Jennifer Eckinger, Pennsylvania Wine Association; Jake Gruver; and Greg O'Loughlin, SWELL, were also in attendance.

Patrick Andrews, Secretary of Agriculture Representative, was not present.

Helene Hopfer and Kathleen Kelley, Penn State University (via telephone) were not present at the commencement of the meeting.

**APPROVE MEETING MINUTES**

Chairman Mazza referred members to the May 7, 2019 Minutes for review.

**RESOLUTION 2019.18 APPROVAL OF MINUTES**

Presented by: John Landis

Seconded by: Elwin Stewart

Passed: Unanimously

To approve the Minutes of the May 7, 2019 meeting.

## **ACCOUNTING UPDATE**

Lindsay Young referred members to the enclosed PA Wine Marketing and Research Program Budget to Actual Report, Balance Sheet for the period ending May 31, 2019 and Profit and Loss sheet for the period July 2018 through May 2019 for further discussion.

Holly Zarefoss referred members to the Wine Assessment Report as of 6/28/2019 for further discussion of amounts collected, the 2015, 2016 and 2017 audits.

Helene Hopfer and Kathleen Kelley, Penn State University, entered the meeting via telephone at 10:20 a.m.

There was further discussion regarding a discrepancy in a figure listed in the report.

### **RESOLUTION 2019.19 APPROVAL OF FINANCIAL REPORT**

Presented by: Chris Dietz

Seconded by: Lela Reichart

Passed: Unanimously

To approve the Financial Report.

### **RESOLUTION 2019.20 APPROVAL OF WINE ASSESSMENT REPORT**

Presented by: Karl Zimmerman

Seconded by: Jamie Williams

Passed: Unanimously

To approve the Wine Assessment Report with the caveat that some follow up will be obtained regarding the letter sent out and the discrepancy with the total owed and number of affected producers for the 2016 Audit.

Ms. Young noted the annual audit would be conducted with an onsite visit by the Garcia Group. She will update members at the September meeting.

Mr. Landis provided an update regarding the money market accounts and discussed laddering the CDs. He also noted that a budget for the next year would need to be completed soon.

### **RESOLUTION 2019.21 APPROVAL OF LADDER CD**

Presented by: David Hoffman

Seconded by: Chris Dietz

Passed: Unanimously

To authorize Mr. Landis and Ms. Young to work on the specific details of moving \$375,000 over to a ladder CD.

### **WINE SYMPOSIUM and CONFERENCE CHANGE**

Chair Mazza noted there had previously been discussion with regard to changing the PWA Conference. Kathy Kelley, Penn State University, discussed some of the changes, including expanding the symposium to a day and a half in May. Helene Hopfer suggested a Zoom videoconferencing for those who would not be able to travel to State College but would still be able to participate.

### **PWA UPDATES**

Jennifer Eckinger distributed marketing updates to Board members, including those included in PA Wine Land Post, social media, photo shoots from four wineries, the Visit Philly promotion, Table magazine, Pittsburgh, Visit PA. Ms. Eckinger noted that videos are also being created to promote PA wine. A progress report, final report, and supporting materials from Round One dollars were also attached.

Ms. Eckinger discussed Camp Pennawine, a new marketing initiative to draw attention to PA wines, and Getaways on Display that places brochures and flyers on locations throughout the Mid-Atlantic Region. The Economic Impact Report by county will soon be available. Ms. Eckinger hoped to conduct webinars or in-person meetings to reach out to the industry around the state.

Greg O'Loughlin of SWELL noted his group presented at the PLCB's annual wine specialist meeting and was pleased with the increasing enthusiasm of wine specialists for local wines. He talked about using the new Taste and Learn Center locations for the PA Wines program.

Mr. Dietz suggested a summary sheet of talking points be provided for those in the industry who are working with legislators on new legislation. Ms. Eckinger discussed cards of individual counties that could be downloaded and printed out by the wineries.

### **COMMITTEE REPORTS**

Jamie Williams, Legislative Appointee, Research and Finance Subcommittees, spoke regarding Act 39 reporting obligations. Mr. Williams stated he and Ms. Riley had commenced the process of writing wine progress form updates. He referred to it as a one or two-page summary report and talked about some "stumbling blocks" involved in the timely process. He suggested that a person be hired to assist with the reports. There was further discussion regarding what information should be included in the annual report. Molly would be asked to help compile year one final reports from the symposium.

## **NEW BUSINESS**

Chair Mazza noted that in round three funding a dollar amount had been approved in excess of \$1 million. He noted there was discussion regarding the amount, but it was never approved. He entertained a motion from round three reapproving \$11,150 of ACMA funds to cover the remainder of the proposed project in that slate above and beyond the million that was sent to PLCB for approval.

### **RESOLUTION 2019.22 APPROVAL OF ACMA FUNDS**

Presented by: Jamie Williams

Seconded by: John Landis

Passed: Unanimously

To approve \$11,150 of ACMA funds to cover the remainder of the proposed project noted above.

## **PWA UPDATES**

Chair Mazza stated PDA would be providing an update regarding whether or not to support field watch. Elwin Stewart commented that a meeting was held with the Secretary of Agriculture who actually paid for at least year one field watch. There was further discussion regarding the matter. Chair Mazza stated funding had not been approved but the Board is willing to consider supporting the effort. Mr. Howard explained the process involved if a petition would need to be filed regarding the use of herbicides in the production of grapes.

Laura England requested that Board members to review and sign management directives from the PDA.

Mr. Howard provided a history of the Act 39 grants and had discussion regarding the draft of a new interagency agreement between the PDA and the PLCB which lists all responsibilities under the law regarding the grant process. Chair Mazza commented that there was misinformation on the PLCB side with regard to the program and he was hopeful the matter could be resolved. Board members had further comments regarding the matter.

## **ADJOURN**

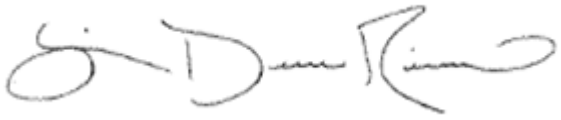
### **RESOLUTION 2019.23 ADJOURNMENT**

Presented by: Jamie Williams

Seconded by: John Landis

Passed: Unanimously

There being no further business, the meeting was adjourned at 12:22 p.m.

A handwritten signature in black ink, appearing to read "Lindsay D. Richardson". The signature is fluid and cursive, with the first name "Lindsay" written in a large, stylized script, followed by "D." and "Richardson" in a similar but slightly smaller script.

Lindsay D. Richardson

July 2, 2019