

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM**  
**Minutes of the September 2, 2014 Board Meeting**  
**Conference Call**

Public notice of the September 2, 2014 Pennsylvania Wine Marketing and Research Program Board meeting was given on August 26, 2014, as stipulated by the Sunshine Law.

**CALL TO ORDER**

Mario Mazza, Chairman, called the meeting to order at 10:04 a.m. Board members in attendance (in addition to Mr. Mazza) included Bradley Knapp, John Landis, Joanne Levensgood, and Karl Zimmerman. Also attending was Jennifer Eckinger, Pennsylvania Wine Association; Diane Belles, Accountant for the Program; Samantha Snyder, Pennsylvania Department of Agriculture and Jennifer D'Angelo, Pennsylvania Department of Agriculture.

**MINUTES**

Minutes of the July 8, 2014 meeting were emailed to Board members for their review in advance of the meeting.

**RESOLUTION 2014.27 – ACCEPTANCE OF JULY 8, 2014 MINUTES**

Motion by: John Landis  
Seconded by: Karl Zimmerman  
Passed: Unanimously  
To accept the minutes of the July 8, 2014 meeting.

**FINANCIAL REPORTS**

Ms. Belles reviewed the prepared financial reports dated August 25, 2014 for fiscal year July 1, 2014 – June 30, 2015. Total assessments received from July 1 – August 25 is \$16,577.63. Ms. Belles informed board members that the person who enters the checks at the Department was on vacation for two weeks. The total amount collected during that two week period was \$3,500. The audit invoice for 2013 has been paid - \$2,462.50. Mr. Neal Lewis met with Ms. Belles to gather information for the 2014 audit but has yet to provide a date for completion.

**RESOLUTION 2014.28 – ACCEPTANCE OF FINANCIAL REPORTS**

Motion by: Karl Zimmerman  
Seconded by: Bradley Knapp  
Passed: Unanimously  
To accept the financial reports presented by Ms. Belles.

**PSU VITICULTURE RESEARCHER POSITION**

Mr. Landis stated that PSU will send quarterly invoices for the viticulture researcher position starting October 1<sup>st</sup>.

**ASSESSMENT REPORTS**

Ms. Snyder reviewed the Summary of Assessment Forms 2014 Year-To-Date. As of August 29, 2014, \$108,068.69 has been collected from Pennsylvania wineries. There were 271 licensed

wineries, 120 licensed wineries with no sales assessments reported, 151 producers with sales assessments and the number of producers paid was 163.

Ms. Snyder then reviewed the Assessment Income Analysis by Quarter. \$51,122.88 was received in the first quarter of 2014, \$34,033.90 was received in the second quarter and so far \$22,911.91 was received in the third quarter of 2014 for a total of \$108,068.69.

### **DELINQUENTS**

Ms. Snyder stated that letters were sent via regular and certified mail to 10 wineries that were listed as non-payers. The Program is expected to receive \$4,089.90 from these wineries. Once these debts are paid then 2012 can be closed.

### **RESOLUTION 2014.29 – ACCEPTANCE OF ASSESSMENT REPORTS AND DELINQUENT REPORT**

Motion by: John Landis

Seconded by: Karl Zimmerman

Passed: Unanimously

To accept the assessment reports and delinquent report presented by Ms. Snyder.

### **PWA**

Ms. Eckinger reported on PWA activities:

- Legislative
- Festivals
- Marketing
  - Committee Meeting Schedule – Next meeting is Tuesday, November 18 at 1:30 p.m.
  - Tourism Outreach + Co-Op Program
- PLCB
- PR Efforts
- Social Media

### **SUBCOMMITTEE RESEARCH UPDATED**

Mr. Knapp discussed the pre-proposal that was submitted from Dr. Michela Centinari, Assistant Professor of Viticulture with Penn State. The project would involve planting a new research vineyard that can be used for viticulture and enology research projects. The 0.5 acre vineyard block would be established at the Lake Erie Regional Grape Research and Extension Center located in North East, PA. Total cost would be around \$7,000 (\$2,100 for the cost of vines and \$4,900 for site preparation, planting and bird netting). Board members discussed Dr. Centinari's proposal as well as Dr. Crassweller's wine grape cultivar trials. It was decided to add this proposal/project to the agenda for the November board meeting so the board can ask Dr. Centinari questions regarding this project.

### **HACC**

Mr. Mazza stated that he was contacted by Mr. Bob Green after the last board meeting and HACC was going to provide information/answers to the questions that the board had regarding their current proposal. No information was received by Mr. Mazza or the Department to date, therefore, the board has decided not to fund this project for 2014-2015.

**GRANT PROPOSAL TIMELINE**

Board members discussed the grant proposal timeline and the comments/suggestions from Ms. Gardner. Ms. Snyder informed board members that permission does not need to be obtained from a PI in order to distribute or publish the PI's research reports – this information was passed on to Ms. Snyder from Mr. Duer. Ms. Snyder will reach out to Penn State to see if the Department and the Program can have one main contact person for proposals. The Department will publish the timeline on the website.

**NEXT BOARD MEETING**

The next board meeting will be held on Tuesday, November 18, 2014 at the PA Department of Agriculture in Room 309.

**ADJOURNMENT**

There being no further business, the meeting was adjourned at 11:19 a.m.

**RESOLUTION 2014.30 – ADJOURNMENT**

Motion by: Bradley Knapp

Seconded by: John Landis

Passed: Unanimously

Respectfully Submitted:



Samantha Snyder  
September 3, 2014