

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
BOARD MEETING VIA SKYPE
Minutes of the February 2, 2021 Board Meeting

Public notice of the February 2, 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 skype conference to order at 1:10 p.m. Board members in attendance included John Landis, Secretary/Treasurer; John Skrip, III; Elwin L. Stewart; David Hoffman; Chris Dietz; Jake Gruver; Robert Mazza; Jamie Williams; and Lela Reichart.

Karl Zimmerman, Vice Chairman, was not present.

Also present were Patrick Andrews, Chief of Marketing Development, PDA; Laura England, Director, Bureau of Market Development, PDA; Char Riley, Liaison PDA and ACMA Boards; and John Howard, Esquire, Chief Counsel.

Trish Brown, PWA, Paradox Vineyards; Barb Christ, President, PWA; Carley Mack, PWA, Penns Woods Winery; Larry Shrawder, PWA, Stony Run Winery; Sam Best, PWA, Lakeview Wine Cellars; Jan Waltz, PWA, Waltz Vineyards were also in attendance.

DISCUSSION - GRANT TIMELINES, PENNSYLVANIA WINERY ASSOCIATION'S TRANSITION

Chair Mazza noted there were some questions concerning status and progress with regards to open grants and requested discussion regarding the efforts around the marketing insight that the Board seeks as a major funder of grants that are being closed, recently awarded and open RFPs.

Chair Mazza indicated that without clear information as to whether given the financial challenges that PWA had encountered recently it was always going to be okay in order to meet their obligations with regard to reinforcement. He stated it was appropriate for the Board to discuss if there was any need for support, but that email communication from Barb and the PWA indicated that was not the case.

He noted that the Board would welcome some additional details about communications that have gone out generally to the industry so it can help to insure that money and support from all affected producers across the Commonwealth continues to help support Pennsylvania wine and the work that PWA had completed with regard to that marketing effort.

Mr. Dietz commented that shortly after the joint marketing call last week there was a question as to whether or not enough dues would come in to the PWA to be able to pay all of the invoicing for Round 4. He stated, based on that information, the Board would like to find a way

to help maintain the relationships with the marketing vendors that the PWA had been working with, help maintain relationship with the PLCB to make sure the grant was fully funded and there was full reimbursement. Mr. Dietz noted this all precipitated the Board asking for additional information from the PWA.

He noted that as Chair Mazza stated, it seems PWA does not need that assistance but that the Board was just concerned coming out of that call that that was not the case.

Barb Christ, President, PWA, was glad that the Board was interested in helping and apologized for not being on the call last Wednesday. She noted her team was caught "off guard" and were not prepared to talk finances. Obligations for Round 4 are being met and are waiting to see if other reimbursements from PLCB actually make it back to the account, but noted that PWA does have the funds to make the past payments.

Ms. Christ indicated that planning for Round 5 and Round 6 had begun and the PWA was looking for other possibilities, looking for some "freshness and some newness." A good working relationship had been established with PLCB.

Chair Mazza was glad that it was not going to be a challenge to meet obligations and how hard fought the effort to manage the transition of PLCB administering the grants had been insuring they are able to service our industry.

Ms. Christ noted that the Board would be copied on any emails regarding the matter. Chair Mazza stated the Board looked forward to those communications.

Mr. Andrews commented that the Board understands there was a transition going on with the organization, and Jennifer had done an "impeccable job" communicating with the Board. The Board was standing by to build a relationship with whoever will be handling communications.

Larry Shrawder commented that PWA did not have that same relationship with Jennifer and did not know how she was communicating but asked the Board to ask questions or tell PWA what it would like to see. Chair Mazza asked that a sample email be forwarded to the Board. There was further discussion regarding the relationship between PWA and the Board.

It was suggested that expectations of those communications should be spelled out in the future on the RFPs so there was no misunderstanding. Chair Mazza indicated there would be further discussion regarding this matter at future Board meetings.

Ms. England asked for clarification of who the spokesperson would be for the Board and PWA.

Chair Mazza indicated that Ms. England, Mr. Andrews and Ms. Riley should all be copied on the Board's side. Karl Zimmerman as Vice Chair and John Landis as Treasurer would also be appropriate contacts.

Ms. Christ indicated that she and Trish Brown would be the appropriate PWA contacts. Ms. Christ provided an email address of *ebf@psu.edu* and Ms. Brown noted her email address is *trish@paradocx.com*.

Mr. Hoffman commented that PWA should be represented at the Wine Marketing and Research Program regular meetings as was done in the past.

Carly Mack and Jan Waltz were asked to provide their telephone numbers.

Ms. Christ noted interviews are being held for positions at PWA.

ADJOURNMENT

RESOLUTION 2021.1-MOTION TO ADJOURN

Presented by: Chris Dietz

Seconded by:

Passed:

To adjourn the meeting.

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Teleconference adjourned at 1:43 p.m.

Patrick Troy

A handwritten signature in cursive script, reading "Patrick Troy", is written over a horizontal line.

February 2, 2021

