

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM**  
**VIRTUAL BOARD MEETING**  
**Minutes of the APRIL 13, 2021 Board Meeting**

Public notice of the April 13, 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 Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; John Skrip, III; Elwin L. Stewart; David Hoffman; Chris Dietz; Jake Gruver; Robert Mazza; and Jamie Williams.

Lela Reichart 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 Holly Zarefoss, Clerk 2, Bureau of Market Development.

Lindsay Young, Sherri Voxakis, McKonly and Asbury CPAs; Elizabeth Brassell, Director of Communications, PLCB, were also in attendance.

Chairman Mazza welcomed Beth Williams as the Program and Project Coordinator.

**APPROVE MEETING MINUTES**

**RESOLUTION 2021.10-APPROVAL OF MINUTES**

Presented by: Elwin L. Stewart

Seconded by: John Skrip, III

Passed: Unanimously

To approve the revised Meeting Minutes of November 17, 2020 and the Meeting Minutes of February 16, 2021.

**ACCOUNTING AND ASSESSMENT UPDATE**

Lindsay Young and Sherri Voxakis, McKonly and Asbury CPAs, presented before the Board for discussion of the Pennsylvania Wine Marketing and Research Program Balance vs. Actual, General Overhead Expenditures, Profit and Loss, Balance Sheet as of March 31, 2021.

**RESOLUTION 2021.11-APPROVAL OF FINANCIAL REPORT**

Presented by: Jake Gruver

Seconded by: Chris Dietz

Passed: Unanimously

To approve the Financial Report as presented.

Ms. Young referred members to the Wine Assessment Reports as of January 31, 2021 and March 31, 2021 for further discussion.

**RESOLUTION 2021.12-APPROVAL OF ASSESSMENT REPORTS**

Presented by: Jamie Williams

Seconded by: Elwin L. Stewart

Passed: Unanimously

To approve the Assessment Reports as presented.

Ms. Young also provided a Profit and Loss Budget Overview for review.

**APPROVAL OF BUDGET REVISION AND NCE FOR MISHA KWASNIEWSKI (ME#44209072 CHARACTERIZATION OF ACCENTUATED CUT EDGES (ACE) ON IMPORTANT PENNSYLVANIA CULTIVARS)**

**APPROVAL OF BUDGET REVISION AND NCE FOR MICHELA CENTINARI (ME#44209075 DEFINING REGIONAL TYPICITY OF GRUNER VELTLINER WINES -YEAR 3).**

Requests for no-cost extensions on these ACMA funded projects.

**RESOLUTION 2021.13-APPROVAL OF REQUESTS**

Presented by: Chris Dietz

Seconded by: John Landis

Passed: Unanimously

To approve the no-cost extension requests as presented.

**PRESENTATION**

Laura England provided information regarding a recent discussion with U. S. Commercial Services Pittsburgh and, specifically, a discussion with the consulate in Mexico to discuss whether there was interest in Pennsylvania exporting to Mexico. Ms. England and one of her team members recently met with Chair Mazza and Barb Christ from PWA to discuss whether Pennsylvania would be interested in wine exporting. Board members were asked to comment on the matter.

Mr. Stewart stated, "Certainly there should be an interest." Mr. Gruver was curious as to what the guidelines are for exporting. Jamie Williams inquired "if there was a specific target," such as South or Central America, Europe.

Ms. England commented that a Northeast webinar will be presented in the near future to discuss exporting wine, beer and spirits.

Robert Mazza discussed a group of wineries in the Lake Erie Region that in the past put together a program targeting Japan.

Having received comments, Ms. England will investigate wine exporting more earnestly to develop opportunities for the Pennsylvania wine industry.

## **UPDATES**

Chairman Mazza indicated that a virtual PWA meeting will be held to provide an update of the Wine Marketing and Research Board activities.

A spotted lantern stakeholder meeting will be held later this month. Any comments or questions by Board members should be emailed to Chairman Mazza.

## **CONCEPT PAPER SCORING**

Chairman Mazza referred Board members to information regarding the scores for further discussion of which proposals the Board would like to invite for a full proposal and which would be eliminated.

The Chairman noted four joint proposals were received, including split funding from the Beer Board and the Wine Board, which had not been done before. He reminded the Board that the goal of concept papers is to provide feedback from the industry to ensure that the projects have the most positive impact, whether research or marketing.

Members offered comments as to which proposals should be moved up or down or eliminated and why. The joint marketing and research proposals were reviewed, and members provided feedback.

Robert Mazza suggested, as long as the PWA is "doing a good job", the Board should put its trust in that entity to handle the marketing component and any proposals in the future related to marketing should be handled by the PWA.

John Landis commented that the PWA does not have a key person and changes occurred in the last year should be considered before moving forward.

Patrick Andrews suggested that in the future marketing proposals be required to go through some sort of competitive process for vendors without completely diverting all marketing resources to PWA.

Members offered feedback on the following research proposals:

With regard to Research Proposal Number ten, utilizing micro-fermentation as a tool for research and industry fruit quality evaluation, it was suggested that Extension enologist, Molly Kelly, be included as a collaborator and industry members be consulted to ensure effective translation to commercial application.

There was discussion with regard to Research Proposal Number 13, regional variability in tannin extractability from red hybrid grapes, and whether the general issue of tannin precipitation by high protein content was considered in the work conducted previously by Cornell, as well as whether this would provide new and novel findings.

Members offered feedback on the following joint proposals:

With regard to the opportunity scan and acceleration strategy plan for post pandemic recovery, resilience and growth for the Pennsylvania Wine and beer industries (joint), Chairman Mazza suggested clarification on the budget was necessary and stated the comment regarding lack of incorporation of industry stakeholders be incorporated into the proposal, if the proposal was to be entertained.

Referring to the PA cider tourism campaign (joint), Chairman Mazza suggested more information be provided as to how this would positively impact wineries specifically. Mr. Andrews noted the Pennsylvania Malt and Brewed Beverage meeting is scheduled for tomorrow to review concept papers.

Members had a discussion regarding the marketing proposals.

Mr. Andrews will send the spreadsheet to the Board members to wordsmith. Chairman Mazza asked Mr. Stewart, Mr. Williams, and Mr. Landis to help with research feedback. He, Mr. Dietz and Mr. Zimmerman will handle the marketing feedback. It was noted the necessity for an understanding of the vender selection process, contract timelines, and how a competitive process can be incorporated in the selection process. There was discussion concerning reducing budgets to roughly \$100,000. Beth Williams will work with the individual committees on the feedbacks received and send them to the Board for review before any emails are sent.

**RESOLUTION 2021.14-APPROVAL OF CONCEPT PAPER SCORING**

Presented by: Elwin Stewart

Seconded by: John Landis

Passed: Unanimously

A motion to invite concept papers scoring above 55 points to present a full project proposal.

## **QUESTIONS REGARDING DATABASE PRESENTED DURING THE LAST MEETING**

Ms. Riley noted that Ms. Williams would be sent a meeting invite for review of the database.

## **MISCELLANEOUS**

Ms. Riley commented that David Hoffman and Mario Mazza, two members whose terms are expiring, both agreed to stay on. Jonathan Patrono's replacement would be able to serve out the remaining term and may be able to stay on or the seat would be open again for the 2022 cycle. A vote would be taken at the next meeting.

Ms. Riley also commented that the Board would now be using Microsoft Teams. Any Board member who was having difficulty with the stream was requested to contact Ms. Riley.

Chairman Mazza will be working with Ms. Williams to help with her onboarding program and, over the upcoming weeks, help her to start on reports to the legislature for rounds two and three and to make introductions to various stakeholders and partners, including PDA, PLCB, as well as grant recipients.

## **UPCOMING MEETINGS**

Upcoming meetings are scheduled for May 11, 2021, 10:00 a.m. and June 29, 2021, 10:00 a.m.

## **NEW BUSINESS**

There was discussion regarding the contents of the past Penn State newsletters.

Chairman Mazza noted his communication with Michela Centinari at Penn State regarding some version of a research symposium that was abandoned last year due to COVID. He noted that Dr. Centinari will reach out to the Penn State team regarding the matter.

Ms. Riley noted the proposals were due by Friday, June 4, 2021 for presentation at the June 29, 2021 meeting.

Chairman Mazza stated there would be discussion at the May meeting regarding the referendum that comes up in November.

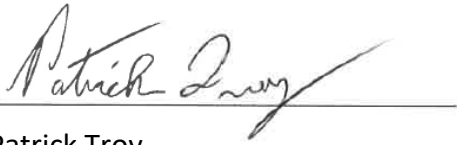
## **ADJOURNMENT**

### **RESOLUTION 2021.15-MOTION TO ADJOURN**

Presented by: Jamie Williams

To adjourn the meeting.

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Virtual Meeting adjourned at 12:07 p.m.

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

Patrick Troy  
April 13, 2021