

**PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM**  
**MS TEAMS VIRTUAL BOARD MEETING**  
**Minutes of the May 14, 2024 Board Meeting**

Public notice of the May 14, 2024 Pennsylvania Wine Marketing and Research Program Board Meeting was given 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 in addition to Chairman Mazza included Karl Zimmerman, Vice Chair; Carley Razzi, Treasurer; David Hoffman; Jamie Williams; John Skrip, III; and Jake Gruver.

Robert Mazza was not present.

Also in attendance were Micah Mance, McKonly and Asbury CPAs; Patrick Andrews, Secretary of Agriculture Representative, PDA; Holly Zarefoss, Administrative Assistant to the Markets Division; Jenny Groff, Clerical Assistant; and Adam Morris, Esquire.

Also present was Virginia Mitchell, PWA; and Scott Neeley, Kingview Mead.

Chairman Mazza noted the recent passing of John Landis and commended his contributions to the industry over the years.

**APPROVAL OF MEETING MINUTES**

**RESOLUTION 2024.12-MEETING MINUTES**

Presented by: John Skrip, III

Seconded by: Karl Zimmerman

Passed: Unanimously

To approve the Minutes of the April 9, 2024 meeting.

**FINANCIAL REPORTS**

Micah Mance, McKonly and Asbury, CPAs, referred members for further discussion to information regarding the A/P Summary as of April 30, 2024; Budget vs. Actual for period ending April 30, 2024, Fiscal Year July 1, 2023 to June 30, 2024; the Balance Sheet as of April 30, 2024; Profit and Loss Budget vs. Actual July 2023 through April 2024; and Balance Sheet as of April 30, 2024.

**RESOLUTION 2024.13-APPROVAL OF FINANCIAL REPORT**

Presented by: David Hoffman

Seconded by: Carley Razzi

Passed: Unanimously

To approve the Financial Report as presented.

### **WINE ASSESSMENT REPORT**

Jenny Groff, Clerical Assistant, referred to the Wine Assessment Report as of May 9, 2024 for further discussion of the collections as follows: 2020, \$361,482.34 plus \$772.40; 2021, \$303,866.19 plus \$26,315.05; 2022, \$253,140.01 plus approximately \$1,500; 2023, \$216,841.07 plus approximately \$1,500; and 2024, \$6,158.12 plus \$11,400. She noted compliance in general is pretty good.

### **RESOLUTION 2024.14-APPROVAL OF ASSESSMENT REPORT**

Presented by: Jake Gruver

Seconded by: David Hoffman

Passed: Unanimously

To approve the Wine Assessment Report as presented.

### **TENTATIVE BUDGET**

Ms. Razzi was requested to review projects approved from the ACMA funds or commitments such as the viticultural educator position that might be carried on to the next budget year. She will provide a budget report at the next meeting.

### **PSU PROJECT BUDGET REVISION REQUEST**

Chairperson Mazza referred members to the May 7, 2024 correspondence from Michela Centinari and John W. Hanold, Penn State, for further discussion of a request for a budget revision to decrease travel and supplies and increase contractual service for analysis of bud samples.

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Robert Mazza entered the meeting.

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### **RESOLUTION 2024.15-APPROVAL OF BUDGET REVISION REQUEST**

Presented by: Carley Razzi

Seconded by: Jake Gruver

Passed: Unanimously

To approve the Penn State Budget Revision as requested.

### **PWA ACTIVITY UPDATE**

Virginia Mitchell, Abigail Miller, Scott Neeley, PWA, provided an update regarding Pennsylvania Wine's marketing efforts. Ms. Mitchell referred to her April/May Report for discussion of upcoming events and the marketing programs.

Ms. Mitchell reported promoting ticket sales and increasing engagement through ads and giveaway posts for the Liberty Mountain event. She indicated that over \$2,600 has been spent to push ads for PA Wines and pennsylvaniawine.com to gain more reach to new and existing audiences. Over 66,000 accounts have been reached on Facebook during April/May, 1,200 interactions, 2,600 link clicks; on Instagram over 53,000 accounts have been reached with over 2,000 interactions and 1,800 link clicks.

Sommelier Judgement was held May 13, 2024 at Paradox Vineyards and welcomes 2,500 judges from Philadelphia, Pittsburgh, Lancaster, New York City and other locations. 20 wineries submitted 83 wines considered dry, Pennsylvania grown and produced. Four of the best wineries will be asked to pour their wines at the Best of Philly event in August at the Philadelphia Art Museum.

Winners were officially announced last evening at the Happy Hour with over 60 people in attendance, an event that allowed attendees to meet and mingle with other wine industry professionals. Ms. Mitchell commended the winning wineries on the call.

She indicated that PWA continues to collaborate with PA Eats through a written content and digital campaigns and all editorials are listed on PA Eats and PA Wines websites. Video features were posted this month including curated pairings and customized recipes.

Matching grants for wine trails applications have been submitted with over \$120,000 in interest and wine trails will be notified later this week.

Upcoming summer events include Liberty Wine Fest, Seven Springs Wine Festival, Best of Philly event, Longwood Gardens Wine and Jazz Festival and October is PA Wine Month using both digital and traditional strategies.

### **SUBCOMMITTEE UPDATES**

Chair Mazza requested comments from any of the subcommittees.

Regarding marketing updates, he noted many updates were covered by Ms. Mitchell.

John Skrip noted having a conversation with Dr. Flor Acevado who was open to review a budget reduction and expand on the spotted lanternfly. Chairman Mazza noted a conversation with Dr. Misha Kwasniewski regarding concept papers around dissolved oxygen and what the Board is requesting in terms of maximizing that impact and also Molly working with more wineries.

Chairman Mazza had comments with regard to vineyard surveys within the state. He noted lack of federal funding for more detailed grape acreage surveying, that California is one of the few states doing it well. Part of the conversation with regard to the upcoming Farm Bill is to have more funding available through USDA to conduct more broad crop surveys but that has not moved to the federal level as of yet. He learned recently from Terry Bates that New York funded a project regarding satellite imagery to get a quantification of acreage number within the state and inquired if this is something the Board would be interested in. Karl Zimmerman has scheduled a tour to count vineyards in July. Scott Neeley indicated that PWA has started doing that in the southeast region. Terry and Kane would also be prompted to get additional information regarding the matter. Mr. Andrews noted not hearing of any funding for surveys but would inquire about any data available. There was further discussion.

Chairman Mazza noted there are more and more certified sustainable programs. Mr. Andrews indicated the Department of Ag does not have any products, crops or commodities that are being certified sustainable at this point but the closest to that is discussion around regenerative ag and Regenerative Organic Certification (ROC), which measures what is healthier to eat and soil health. Chairman Mazza commented on regions having certification programs.

Mr. Andrews stated he would ask Mike Roth, Director of Sustainability at the State Conservation Commission, to present at the next meeting regarding current projects. Chairman Mazza suggested that Mr. Hoffman reach out to Michaela and Kane regarding the matter. Mr. Hoffman would like to "hone in" on sustainability specific to the grape industry. Mr. Gruver and Chairman Mazza will assist in exploring the matter. Mr. Neeley offered comments on the matter at the international level.

### **SOFTWARE BUILD UPDATE**

Mr. Andrews noted a training session was held. He indicated that some producers were happy with the update, and others had a few minor things they would like to see different. The build has been extended with plans to go live at a later date, possibly January 1, 2025. He further discussed the delays with the payment gateway.

### **OTHER BUSINESS**

Ms. Zearfoss requested that nomination forms for vacancies on the Board be filled out and submitted.

She noted the July meeting will be held in person. A menu will be emailed for review.

Chairman Mazza noted full proposals will be reviewed and scored at the next meeting.

### **ADJOURNMENT**

#### **RESOLUTION 2024.16-TO ADJOURN**


Presented by: Jamie Williams

Seconded by: Jake Gruver

Passed: Unanimously

To adjourn the meeting.

There being no further business, the Pennsylvania Wine Marketing and Research Program Board Meeting adjourned at 11:05 a.m.



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Jacob Hill

May 14, 2024