



PENNSYLVANIA WINE SOCIETY BOARD MEETING MINUTES

Call to Order, Welcome to PWS BOD Members, PWS Members and Guests
Marty called the meeting to order at 6:36.

In attendance: Marty Cook, Scott Casper, Lynne Beeson, Sheila Hagg-Rickert, Laura Reich, Robyn Meadows, Barry Einsig, Averill Shepps, Cathy Boyd, Nancy Lesniewski, Kathy Morgans

Review of Assorted Committee and Responsibility Reports

Secretary's Report - 3.14.2022 Minutes (Kathy Morgans)

Scott made a motion to approve. Sheila seconded. All were in favor.

Treasurer's Report (Lynne Beeson)

Averill made a motion to approve. Sheila seconded. Lynne and Laura abstained and the rest approved.

Lynne said that we need to vote on increased expenditure for security for additional firewall and monitoring. There is an annual fee of \$254.

Robyn moved to approve and Scott seconded. Laura abstained and the rest approved.

Membership Committee (Nancy Lesniewski)

Laura asked whether we should consider surveying our members about events. She asked how the organization will change.

Nancy has a member survey from Lynne that we had used in the past and wondered if we send it to members, former members, or both. She thinks we should consider having different surveys.

Sheila thinks it is a good idea to learn from members to ensure we are meeting their needs. Scott agrees.

Lynne thinks that they can give us ideas for events, what they want more and less of.

Barry thinks we ask for volunteers. Robyn likes the idea due to the size of the board and Marty agreed.

Laura and Nancy will create surveys based on the old one. They will send them before the next meeting.

Website Report (Lynne Beeson)

Go Daddy removed malware and scrubbed the site. There are some things that are not functioning due to updates. Lynne asked for it to be removed but the issues returned and Go Daddy is trying to resolve them.

PA Wine Excellence Event (Averill Shepps)

She is making good progress including ordering new plaques and notifying the wineries of where to send their wine.

Attendance will be lower than in previous years.

We have several ties.

Scott, Marty, Robyn, and Kathy volunteered to help pour.

Social Media Report (Laura Reich)

Traffic on our sites has been slow lately. If we are more active, the sites will continue to be interesting to our members.

Marty noted that he sends out educational info from the numerous groups he is in.

Newsletter Report

Nancy put out the newsletter this month.

We have a candidate for newsletter editor.

A friend of Sheila's, Kristin Almquist, a professional editor is willing to do it on an interim basis. Sheila purchased a membership for Kristin and she will try to attend the next meeting.

Marty sent an email with the editor job description to board members.

Cathy thinks that entire membership should receive it.

Sheila offered to craft an email and forward to Lynne to send it to our membership. Nancy said she heard that due to the length of the newsletter, people have not been reading it. She made some changes to it.

Ad Hoc BOPEC Committee (Marty Cook)

Our virtual events are growing beyond Central PA and thinks that we can begin to monetize them.

Planning Meeting (Robyn Meadows) –

Is July 9 a good date for all?

Robyn will send out a survey so we can get the maximum number at the meeting and wants to hold it virtually and in person to accommodate everyone.

August's sherry event has been cancelled. Joe Via suggested that we contact the one that helped with distributor from Austrian event. We would need a host and cohost. Lynne will check with contacts for a sherry expert. Cathy thinks it would be a great event for November instead of August due to the cooler weather.

We currently do not have an event planned for November.

Robyn questioned whether we needed an August event due to the dates of the July and September events. Cathy's event is 7/28, and the gala is 9/17.

Cordier expressed interest in holding an event with us. Marty said that they do not have sufficient wines available in PA and thinks that they would donate the wine.

Ad Hoc Strategic Plan Committee (Barry Einsig)

Nothing has happened and will not until June.

Ad Hoc Bylaws Committee (Sheila Hagg-Rickert)

Nancy and she have a matrix that they put together. They are working on crafting amendments to present at the next meeting.

35th Anniversary Celebration (Friday, September 17th)

Host Marty Cook, Co-Host Scott Casper, Event Planning Consultant Joyce Soroka

Scott said that a possible venue is the Hershey Automobile Museum. It seats 70.

Scott contacted the Star Barn, but a representative has not responded. He will consider other venues.

Upcoming Events

May 1st – PA Wine Excellence XIX w/Averill Shepps & Kevin Ostrowski

May 15th – The Vineyards at Grandview w/Sarah Haines

June 12th – Waltz Vineyards w/Zach Waltz

June 24th – Vino Italiano w/Scott Casper & Robyn Meadows

Future BOD Meeting Dates

BOD meetings are *usually* scheduled on the second Monday of each month at 6:30 pm

Future PWS BOD meetings: May 9th, Jun 13th, July 11th, Aug 8th, Sept 12th

Adjournment

Averill moved to adjourn at 7:48. Nancy seconded. All approved.