



## **PENNSYLVANIA WINE SOCIETY BOARD MEETING MINUTES**

### **July 11, 2022 – 6:30 p.m.**

Members in Attendance: Marty Cook, Laura Reich, Scott Casper, Averill Shepps, Lynne Beeson, Robin Meadows, Barry Einsig, Cathy Boyd

Guests in Attendance: Kathy Prosser

Marty called the meeting to order at 6:30.

Minutes: Marty sent out the final minutes from the June meeting. Scott moved to approve the minutes, and Barry seconded. There was no discussion. Three people approved and three abstained. Marty broke the tie with a vote to approve.

#### Discussion of Reports Already Distributed

Financials: Lynne is awaiting data from event hosts so was unable to complete the formal spreadsheet report. Written update provided in email.

Social Media Committee: Laura did not complete a report.

Ad Hoc By Laws Committee – Waiting for follow up

#### Other Business:

Member Survey Summary (Laura):

Survey was sent through Survey Monkey. The survey was open for a month with approximately a 10% response. Of the 485 people this was sent to, 105 were members, and 25% were out of state.

Responses to the question about reasons for not renewing included life changes, lack of value, and negative perception of welcoming. The top things they liked were events at wineries, getting to know others, and events at the Hilton. The preferred event days and times are Friday nights, Sunday afternoons, and Thursday evenings.

Virtual Sundays are more popular than Wine Wednesdays.

People want to have a member directory.

We should bring in younger members.

They are interested in food and wine pairing, learning about information other than the wine such as which glass to use, terroir, and the science of winemaking. They would also like more socialization and possible music during the events.

The board discussed the results of the survey at length. Directory issue tabled for further discussion at future meetings.

Planning Meeting (Robyn)

The summary was sent out to the Board.

Ad Hoc Strategic Planning Committee (Barry)

Barry resigned.

Zoom Account

Marty's account expires soon and he would like the PWS to subsidize a new account for \$120.

Comment that this should be a PWS account so that it can be used by any Board Member for various committee meetings.

Scott made a motion that the PWS pay for the Zoom account. Robyn seconded that motion.

All were in favor.

Robyn volunteered to investigate various Zoom membership possibilities/costs.

Additional Business

Robyn noted that on the Treasurer's Report there was a budget missing for September's event. Marty said that it had to be put together. Scott said that he sent Lynne a budget proposal to use as a basis to go forward.

Question raised about the venue's licensee status. Scott said that he would confirm with the representative from the venue.

Adjournment

Robyn moved to adjourn and Averill seconded. All were in favor.