



PENNSYLVANIA WINE SOCIETY BOARD MEETING MINUTES February 13, 2023

Call To Order

President Robyn Meadows called the meeting to order at 6:35 p.m.

In attendance: Anya Barlett, Lynne Beeson, Cathy Boyd, Scott Casper; Robyn Meadows, Stevie Posey, Averill Shepps and Cindy Shingler.

Review and Approval of January Minutes

Cindy Shingler resent minutes on Sunday, February 12th. There was no additional discussion.

MOTION 1: Cindy Shingler moved to approve the minutes. Cathy Boyd seconded the motion. The motion carried.

Review and Approval of Treasurer's Report

There was no discussion regarding the Treasurer's Report.

MOTION 2: Cindy Shingler moved to approve the January Treasurer's Report. Scott Casper seconded the motion. Lynne Beeson abstained from voting. The motion carried.

Social Media Update

Stevie reported that the PA Ex and Fox 43 articles received a lot of activity. There was a discussion about Instagram and Facebook. Stevie encourages everyone to check in regularly and post comments.

Newsletter/Blog Posts

Anya submitted a report via email. She wondered if there was another way to send newsletter articles, such as Google Drive. It is similar to Drop Box, which PWS uses. There was some discussion regarding how the organization maintains documents, such as the newsletters, minutes, and reports.

Blog Content

Lynne has no new content to add right now, and asked the Board to contribute new articles on wine, restaurants, etc. She is considering adding a section entitled "*What You Missed*" focusing on past events. Robyn is going to contact Keith Sealing to ask him to write another article.

Past Events Review

Pennsylvania Wine Excellence: We had an incredible turn-out from the wineries. Members talked with the wine makers and they were all very happy to be there. There was discussion about sending a survey to the wineries to see if they are still interested in participating. Only 6% of PA wineries submitted entries this year, which is substantially lower participation than in previous years. There was also discussion about the judging process. There was consensus that we start with a survey.

Sweeties: Dessert Wines and Artisanal Cupcakes: Cindy gave a description of the evening. All feedback was very positive. People were pleasantly surprised by both wines and cupcakes. Low attendance disappointing. Lynne thinks we might have changed the marketing of the event. Perhaps people didn't understand about "sweet" wines. Cathy noted the late start in advertising given the late cancellation from original speakers may have impacted. We need to get our membership engaged in fine wines, different wines. Our mission is education. There was additional discussion about marketing, the cost of the program, etc. Lynne suggested that we remind our membership of the cost of putting on a wine event. There was also discussion about having fewer in-person events.

Updates on In-Person & Virtual Events

March: Women & Wine The virtual event is scheduled for March 19th and the in-person event is on March 26th. Robyn is working on getting the wines in the PA system for the in-person event. She also spoke with Arnie Serotsky who will be presenting the virtual tasting. He may or may not have wines to recommend for sipping during the event.

April: Sherry Cathy is the host. She has ordered six half-bottles and will be tasting food and wine pairings in the next month. The event will be \$100 because of the price of the wine. She is working on her outline for the event. She is having small plates to go with bone dry to very sweet sherries.

May: Waltz Wines The event is scheduled for May 19. Lynne has talked with Jan Waltz and he is thrilled to present an event. She will need to get the wines he is presenting so she can put together a price for the event. Robyn suggested a discount code for attendees to purchase wines post event.

June: Italian Scott will host the event and Robyn is co-host. He is working on choosing his wine selections.

In-Person Events – July through November are not scheduled

Event Attendance & Non-Member Outreach - Brainstorming

Brochures? Member incentives to bring non-members? Ideas? There was discussion about making brochures available in wine and spirit stores again. Robyn mentioned that she learned about PWS by picking up one of our brochures at the wine and spirit store near her. Lynne shared that the printing shop can print and fold 300 brochures for \$130. Cathy added that she has a ream of paper and ink and that she can print flyers or brochures. Cindy also volunteered to print, if needed.

Adjournment

MOTION 3: Averill Shepps moved to adjourn the meeting at 7:50 p.m. Scott Casper seconded motion. The motion carried,

Next Meeting: Monday, March 13th