



## PENNSYLVANIA WINE SOCIETY BOARD MEETING MINUTES March 13, 2023

### Call To Order

President Robyn Meadows called the meeting to order at 6:32 p.m.

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

### Review and Approval of February Minutes

Cindy Shingler distributed the minutes on Monday, February 20<sup>th</sup>. There was no additional discussion.

**MOTION 1:** Cindy Shingler moved to approve the minutes. Averill Shepps seconded the motion. The motion carried.

### Review and Approval of Treasurer's Report

Lynne Beeson distributed the reports on Thursday, March 9<sup>th</sup>. There was no discussion regarding the Treasurer's Report.

**MOTION 2:** Cindy Shingler moved to approve the February Treasurer's Report. Averill Shepps seconded the motion. Lynne Beeson abstained from voting. The motion carried.

### Updates on In-Person & Virtual Events

**March: Women & Wine** The virtual event is scheduled for this Sunday, March 19<sup>th</sup>. The attendance for the virtual event is about 10 people at this time. The in-person event is on Sunday, March 26<sup>th</sup>. The attendance is not many beyond the board members at present.

**April: Sherry** Cathy Boyd is the host. The event will be \$100 because of the price of the wine. She is having small plates to go with bone dry to very sweet sherries. Attendance is nine people as of this meeting. She is discouraged about attendance considering the work that goes into putting on the event.

**May: Waltz Wines** The event is scheduled for Friday, May 19<sup>th</sup>.

**June: Italian** Scott will host the event being held Friday, June 16<sup>th</sup> and Robyn is co-host.

**Discussion: July and August events:** Discussion. Consensus is to not hold in-person events in July and August. There was discussion about having a virtual event in August. Robyn will check with Arnie to have a virtual event.

**Event Attendance & Non-Member Outreach – Brainstorming:** Discussion included having events at wineries, such as Nissley. We need to encourage Waltz to promote the May event, which they are doing. Another barrier is the number of wineries offering events every week/weekend. We have to distinguish that our events are educational, exploring the wines, the regions, etc. We have nothing planned for September, October or November. Scott suggested a member selection event. Possibly have the event in September. There is concern about the size of the board and the number of events to put on throughout the year. Lynne offered the challenge is getting them in the door. It's also important to offer quality wine at events.

Challenges identified are:

1. Attendance
2. Competition
3. Size of the current Board (AKA workforce)
4. Inflation/costs
5. Negative experience/press
6. Apathy/lingering Pandemic changes
7. Economic concerns
8. Lack of volunteers

Possible Solutions

1. Maintain quality events
2. Encourage bringing others . . . How?
3. Emphasize educational aspect
4. Exposure – increase
5. Increase traffic to the PWS website
6. Postcard to current and past members
7. Hold a 6-month membership campaign from April through September. 1 entry per 2 non-members who join could receive a prize of 2 free tickets to event
8. Quarterly brochures

Discussion on Social Media: Stevie suggested that the best way is for people to share events on their pages/feed. Cathy noted that Instagram is all about video – we need video content – how?

**Discussion on the PWS Newsletter:** Discussion will be held at an upcoming meeting.

**Adjournment**

**MOTION 3:** Averill Shepps moved to adjourn the meeting at 8:00 p.m. Lynne Beeson seconded motion. The motion carried,

**Next Meeting: Monday, April 10<sup>th</sup>**