



PENNSYLVANIA WINE SOCIETY BOARD MEETING MINUTES April 10, 2023

Call To Order

President Robyn Meadows called the meeting to order at 6:34 p.m.

In attendance: Lynne Beeson, Cathy Boyd, Scott Casper; Robyn Meadows, Averill Shepps

Review and Approval of March Minutes

Cindy Shingler distributed the minutes on Thursday, March 23rd. There was no additional discussion.

MOTION 1: Lynne moved to approve the minutes. Cathy seconded the motion. The motion carried.

Review and Approval of Treasurer's Report

Lynne Beeson distributed the reports on Friday, April 7th. Noted that equity increased slightly with event excess. No additional discussion of the Treasurer's Report.

MOTION 2: Scott moved to approve the March Treasurer's Report. Cathy seconded the motion. Lynne Beeson abstained from voting. The motion carried.

Newsletter & Website Updates

Lynne sent update reports in email.

Volunteers for blog posts: Cindy will have part three of wine tasting ABC's. Keith may have an article in the queue. There were no other volunteers.

Social Media Update Stevie not present. Discussion regarding needing more action on SM prior to events to engage sign-ups. Instagram would be nice. We could use still photos. Last PWS post on Instagram was PA Ex Awards. Noted that marketing standard is three or more times to generate action. That means we need a post every week. Robyn will contact Stevie to discuss options.

Review of Women and Wine Past Events

Virtual - Went smoothly. Positive feedback from participants, including suggestion to have Arnie do something else in the future.

In Person – Went well and finished with excess without donations other than printing. Wines were well reviewed by participants. Everyone exclaimed that ALL wines were great; flawless.

Updates on Upcoming Events

April: Sherry Cathy is a solo host. Friday, April 21st. It totally frustrates with people signing up late because if the couple who promised does come through, we are into a second bottle of each Sherry and three selections are SLO. Price for food came in low. Cathy will do placemats and handouts. No AV. Cathy is not enjoying the process of doing events solo. Cathy invested in getting certified, and has invested lots of time pre-tasting and it is frustrating. We need PEOPLE at events to feel efforts are worthwhile.

May: Waltz Wines The event is scheduled for Friday, May 19th. All proceeding well with some chasing answers with the presenters.

June: La Strada del Vino Scott host/Robyn cohost - Friday, June 16th. Planned for 24; can go to 36. Wine shopping complete.

July: Sizzlin' Summer Sippin' Stevie host/Lynne cohost – Friday, July 21st. Indoor-Outdoor event in US Board room. Wine and nibbles. Potential mixer event to bring nonmembers. Comment that this was always nice to go outside in the summer – balcony is small – but workable. Wines and food TBD. Early planning stage.

Event Attendance & Non-Member Outreach

Discussion included again more Social Media Support. Instagram comments as above reiterated. Idea to include more about “What you Missed” and posting those events with photos as well.

Comment that post cards were good – simple – may have helped bring people’s awareness. Brochures as well as post cards would be good to do quarterly – as soon as we have the next three events lined up. Robyn volunteered to share the cost of next printing.

Short discussion of Referral Program and details. No changes suggested.

Question remains as to why people who remain members are not coming. One member indicated interest in a steak and red wine pairing event with maximum price point of around \$70. Consensus that people don’t have a good understanding of the costs to do an event. Other reasons – we need to reach out and ask the why’s.

Adjournment

MOTION 3: Cathy moved to adjourn the meeting at 7:34 p.m. Scott seconded motion. The motion carried.

Next Meeting: Monday, May 8th