



PENNSYLVANIA WINE SOCIETY BOARD MEETING MINUTES May 8, 2023

Call To Order

Vice President Scott Casper called the meeting to order at 6:31 p.m.

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

Review and Approval of April Minutes

Lynne Beeson distributed the minutes after the April meeting. There was no additional discussion.

MOTION 1: Averill Shepps moved to approve the minutes. Lynne Beeson seconded the motion. The motion carried.

Review and Approval of Treasurer's Report

Lynne Beeson distributed the reports on Sunday, May 7th. There was no discussion regarding the Treasurer's Report.

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

Website Update

Lynne shared that everything is up to date on the website. She is waiting for one more post. She needs commitments for the coming months. Scott agreed to write an Archeology Wine for July. Averill is going to write one on Beaujolais. Cindy will do Vittles and Vines for June. Cathy will contribute an article on aging Petit Syrah.

Newsletter Update

Deadline is usual 25th of the month. Articles needed are for June and July events. We need an August event article when one is determined.

Social Media Update

Stevie discussed sending invitations for Facebook. She would like to learn more about Instagram. We need to use pictures from Waltz and post on Instagram. Scott will send pictures of his Italian tasting. There was discussion about the use of hashtags.

Review of Past Events

Sherry – Cathy Boyd didn't think it was a problem not having slides, which those who attended agreed. The food was very good and complemented the wine. She could not purchase two of the wines at the Wine and Spirit store, so she chose a different wine of the same style in order to have sufficient wines to taste. While the original wine was a very short pour, having a different bottle of those two wines was a positive with the attendees.

Updates on In-Person & Virtual Events

May: Waltz Wines The event is scheduled for **Friday, May 19th**. Lynne shared that it's moving along. There will be two food plates, one for the white wines and another for the reds. The event needs to be posted on Facebook. We should also put photos on Instagram. Four people from Waltz's promotion of the event signed up. They signed up as members because they are members of Waltz's wine club. There are 18 people signed up to date.

MOTION 3: Cindy Shingler moved to allow Waltz's wine members sign up as PWS members. Averill Shepps seconded the motion. The motion carried.

June: La Strada del Vino Scott will host the event being held **Friday, June 16th** and Robyn is co-host. 13 have signed up. Budgeted for 24 but can go to 36.

July: Summer Sippin'-French Bistro Event name amended to reflect all French theme. **Friday, July 21st**.

August: OPEN (need by May 25 for newsletter) Averill is working on an event. She located a distributor that lives in Wormleysburg.

September: OPEN

October: Cru Beaujolais with Eric Miller Friday, October 20th. Eric is supplying the whole program. Lynne thinks it is the 2020 vintage.

Event Photos

All board members should take pictures of any events that they attend. Photos are instrumental in our marketing of future events, along with highlighting past events.

Event Attendance & Non-Member Outreach

Lynne shared that a Harrisburg restaurant is doing a monthly wine tasting for \$45. We need to emphasize that PWS gives knowledge and more information on the wines they are tasting. Scott suggested we should write something for the newsletter about how we do it better.

There was discussion about sending another postcard mailing or possibly the newsletter again. Zero measurable return on investment from the first mailing as far as past members. Possibly did get some current members who were not attending events to awake and sign up. Discussion of mailing a full newsletter again to assess change in attendance. Scott suggested a larger postcard. Lynne will get quotes for larger card mailing.

Adjournment

MOTION 4: Cindy Shingler moved to adjourn the meeting at 7:30 p.m. Averill Shepps seconded motion. The motion carried,

Next Meeting: Monday, June 12th