



PENNSYLVANIA WINE SOCIETY BOARD MEETING MINUTES

January 8, 2024

Call To Order

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

In Attendance: Board members – Lynne Beeson, Scott Casper, John May, Robyn Meadows, Stevie Posey, Averill Shepps and Cindy Shingler. Patron Member Guest – Barry Hixson.

Review and Approval of December Minutes

MOTION 1: Scott Casper moved to approve the November minutes previously distributed. Averill Shepps seconded the motion. The motion carried unanimously.

Review and Approval of Treasurer's Report

MOTION 2: John May moved to approve the Treasurer's Report previously distributed. Scott Casper seconded the motion. Lynne Beeson abstained. The motion carried.

Newsletter and Website Update

NEWSLETTER: Lynne Beeson shared the deadlines for February and March newsletters. January 25th is the deadline for the February issue. February 22nd is the deadline for the March issue.

WEBSITE: Lynne Beeson shared the blogs that are on the website. Scott asked about doing an article on more current vintages. He will work up an article for the website. Lynne mentioned writing an article about wine pairing with Farm Show food. Cindy said there is a new BBQ close to her and she will write something about it in the next week or two.

Social Media

Stevie Posey can't figure out how to add admins to Facebook. Cindy will check with a friend about how to add admins.

Upcoming Event Marketing Ideas

There was discussion regarding how to market our events, especially Binah, which is only three weeks away. John May suggested that ABC 27 has a community calendar on their website. Also, they have a program, "Good Day PA", which might be an opportunity to have someone from PWS to talk about the organization and upcoming events. Sue Gleitner from the Patriot News may also be open to promoting our events.

John asked if we are going to do the PA Ex in the future. Averill mentioned we voted not to do it this year. Robyn mentioned that the Board can consider it for the future.

There was discussion about holding the event on Sunday afternoon. It was the second choice for attending events on our recent survey. But registration is very low at this time. John May suggested sharing information with the Jewish Community Center.

Zinfandel registration is 15 as of today.

Membership Discussion

Robyn asked what the largest membership was historically. Lynne shared that we had 248 due to a membership campaign years ago. Lynne also mentioned that we regularly ran around 200 at that time. Prior to the pandemic, membership ran around 125. Right now, membership is at 95. There was discussion about promoting our events with the young professionals. There are so many events out there that we are competing with. Aging and health issues of previous members may also be impacting our organization. Also, some have moved away from the area. We might need to research how to market to the 40–50-year-old age group.

2024 Events Update

Lynne said that the Hilton is slow right now and that the chef could work on food pairings now for upcoming events. Those hosting upcoming events should consider taking advantage of this. Scott asked about having a more substantial cheese plate or even a couple plates for Oregon and Neighbors. Lynne said this would be doable. Lynne will follow-up with the Hilton on the events the group identified for pairings work.

Adjournment

The meeting was adjourned by affirmation at 7:33 p.m.

Next Meeting: February 12, 2024