



PENNSYLVANIA WINE SOCIETY BOARD MEETING MINUTES

February 12, 2024

Call To Order

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

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

Review and Approval of January Minutes

MOTION 1: John May moved to approve the January minutes previously distributed. Scott Casper seconded the motion. The motion carried unanimously.

Review and Approval of Treasurer's Report

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

Newsletter and Website Update

NEWSLETTER: Lynne Beeson shared the deadlines for March and April newsletters. **February 22nd** is the deadline for the February issue, with articles due for Cadenza (third article), Credo (second article) and French Whites (first article). **March 25th** is the deadline for the April issue, with articles for Credo (third article), French Whites (second article) and Oregon (first article).

WEBSITE: Lynne Beeson continued to request blogs for the website. Scott will research to potentially come up with one. Cindy Shingler will write an article on Shakedown BBQ, a new BBQ restaurant in the Harrisburg area. Cindy and Keith Sealing will work on a blog about de-alcoholized and low alcohol wines for March. Deadlines are the same as the newsletter articles.

Social Media

Stevie Posey requests that board members like posts in Facebook and Instagram, share if possible and also make comments.

Upcoming Events

- **Zinfandel, Friday, February 16th**, is sold out with 36 people registered. Keith Sealing is presenting the content. Cindy Shingler, host, requested help with the event. Scott Casper, John May, and Stevie Posey will help with opening the wine and pouring. Robyn Meadows will help with the pre-pour with Keith's wife, Pat, helping with registration. The place mats are printed and will be mailed to the Hilton tomorrow. Robyn will print Keith's handouts.
- Cadenza, Friday, March 15th, there are eight (8) people signed up.
- Credo European Portfolio, Friday, April 12th

Size of Pour/Amount of Wine in Events

Keith Sealing asked for discussion regarding the size of the pour at PWS wine events. There was considerable discussion about the pour, but also the number of wines being presented. Lynne Beeson shared that there are many variables that need to be considered at the planning stage of each event. She encouraged continuing to stress “safe sips”. Robyn suggested that when members are planning an event to think about the alcohol content of the wines being presented, the number of wines being served and if there is food and type and amount of food being served.

Marketing Ideas

Robyn Meadows asked for any thoughts on marketing upcoming events, which we will discuss at future meetings.

Membership Discussion

John May asked if we reach out to members who have not been attending events. Lynne Beeson shared that she does track that and attempts to contact them with the postcard mailings and the occasional marketing email. Lynne suggested that PWS consider having a social event and invite previous members at no cost, which would need to be underwritten by the PWS. Lynne also suggesting further exploring work with the media John May had researched a few months back to see if they would post our events in their community happenings. John agreed to work with Lynne on this idea.

Keith Sealing shared that he is not impressed with the quality of the food being offered by the Hilton. This has improved after dialogue with our new Hilton contact. Others commented that some is good and some not as good. Group agreed to continue this discussion at future meetings.

Adjournment

The meeting was adjourned by affirmation at 7:36 p.m.

Next Meeting: March 11, 2024