



## PENNSYLVANIA WINE SOCIETY BOARD MEETING MINUTES

March 11, 2024

### Call To Order

Vice President Scott Casper called the meeting to order at 6:40 p.m.

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

### Review and Approval of January Minutes

**MOTION 1:** John May moved to approve the February 12 minutes previously distributed. Averill Shepps seconded the motion. The motion carried unanimously.

**MOTION 2:** Stevie Posey moved to approve the February 20 minutes previously distributed. John May seconded the motion. The motion carried unanimously.

### Review and Approval of Treasurer's Report

**MOTION 3:** Averill Shepps moved to approve the Treasurer's Report previously distributed. John May seconded the motion. Lynne Beeson abstained. The motion carried.

### Newsletter and Website Update

**NEWSLETTER:** Lynne Beeson shared the deadline for April newsletter is **March 25<sup>th</sup>**

**WEBSITE:** Lynne Beeson requested blogs for the website. From last month Keith Sealing will work on a blog about de-alcoholized and low alcohol wines for March. Deadlines are the same as the newsletter - **March 25<sup>th</sup>**. There were no immediate volunteers for additional blogs. Lynne will send email later in the week to ask again so people have time to think about potential articles.

### Social Media

Stevie Posey offered observations about Facebook impact and traffic. Past month 422 people saw the event post on the Facebook page. Stevie feels these are probably genuinely our members. Uncertain about whether the FB Group benefits us. It benefits numerous others in wine related businesses. Question as to whether we can remove the group remained unanswered. Stevie noted that she links to the FB page from the Group so people are also directed there.

### Past Events

- **Zinfandel, Friday, February 16<sup>th</sup>.** Stevie Posey shared that one of our members invited someone into the room at the end of the event and concerns about same. Discussion evolved regarding leftovers supervision. Stevie indicated she is generally there later as she waits for a ride and could monitor. Learning lessons from the event – look at wines before you walk into the room. Stevie indicated that she picked up one wine but didn't have any way of knowing if the wine was the correct wine, but it was. Scott suggested anyone picking up wines should have code, name, price, vintage, etc. Also checking when ordering online that the correct wine has been ordered is essential.

## Upcoming Events

- **Cadenza, Friday, March 15<sup>th</sup>**. Stevie Posey Host. There are thirteen (13) people signed up. Stevie shared that Cadenza is no longer requiring a deadline date. Carl is willing to put it out on his FB page to include a few extras to get to 20. After discussion, Lynne will remove all but the member product from the Shoppe page and Stevie will send Carl a link to the Shoppe page for his customers.
- **Credo European Portfolio, Friday, April 12<sup>th</sup>**. Lynne Beeson Host/Robyn Meadows Cohost. Preparations are aligned to checklist. The vendor actually did the placemat for this event based on some of our previous samples Lynne sent to them. Credo is a very nice team to work with. Pourers and other help needed for event. Scott, John, Averill and Stevie all indicated they would be attending.
- **French Whites, Friday, May 17<sup>th</sup>**. Lynne Beeson was Cohost, now assuming Host responsibility. Budget had been done on wine cost estimate versus actual wines. Lynne working on wine availability based on suggestions from speaker Kevin Ostrowski and FWGS wine consultant. Hilton is working on food pairings for small plates. Help will be needed for this event as well.

## Marketing Ideas

Scott Casper asked for any thoughts on marketing.

- John May talked about *Good Day PA* with Channel 27. Form to fill out online telling them when you want to be the guest, who would be the spokesperson, etc. *Vibrant Living* would also be an option – this is a series for people 55+. John and Averill volunteered to watch the program and report back.
- Lynne noted that WGAL has a community events weekly email, which she will try to get more information for next month's meeting. John May noted that Channel 27 also has a Community Board.
- Scott Casper noted that he's been in dialogue with the Antique Automobile Club of America Museum, Hershey. When the club has events at the facility PWS could have a table with our banner, literature, postcards, etc. We could pour wine promoting the Society. This would give us additional exposure to a good demographic for wine interest and membership. Board members were asked to share comments and ideas with Scott via email.

## Membership Discussion

Lynne Beeson reported the good news is we are getting new members – five last month and one so far this month putting membership at 97. Other members did leave in February (medical issues, retirement to FL, and one who was in the wine industry and had joined last year who never came to an event). Question of whether anyone left as a result of Zinfandel? Not to Lynne's knowledge.

## New Business

- **July Event** – Stevie asked for ideas as to Greystone wine and food or other venues and ideas? Board asked to think of ideas and get back to Stevie by email soon as the budget and announcement will be due soon.

## Adjournment

**MOTION 4: John May moved to adjourn the meeting. Averill Shepps seconded the motion. Motion carried unanimously. Meeting adjourned at 8:03 p.m.**

**Next Meeting: April 8, 2024 at 6:30 p.m.**