



PENNSYLVANIA WINE SOCIETY BOARD MEETING MINUTES

June 10, 2024

Call To Order

President Robyn Meadows called the meeting to order at 6:33 p.m. Quorum confirmed.

In Attendance: Board members – Lynne Beeson, Scott Casper, Robyn Meadows, and Stevie Posey. Patron Member Guest – Barry Hixson.

Review and Approval of January Minutes

MOTION 1: Scott Casper moved to approve the May 13th minutes previously distributed. Stevie Posey seconded the motion. The motion carried unanimously.

Review and Approval of Treasurer's Report

Mention of disappointment with dropping membership numbers. Lynne reviewed reasons for non-renewals. John reviewed report against PayPal and bank statements and found no errors or omissions.

MOTION 2: Scott Casper moved to approve the Treasurer's Report previously distributed. Stevie Posey seconded the motion. The motion carried.

Newsletter and Website Update

NEWSLETTER: Lynne Beeson shared the deadline for July newsletter is **June 25th**. Robyn requested if anyone has information for From the Board to send to her.

WEBSITE: Lynne Beeson requested blogs for the website. Robyn will attempt to find a Wine Worthy restaurant or something for Wine Knowledge.

Social Media

Stevie Posey shared we may need someone younger to do social media who knows the ins and outs for it. Stevie isn't on social media enough to keep it going and constantly create content. Consensus that we keep the presence as it is now which is still better than no content.

Past Events

- **French Whites, Friday, May 17th** Great event. Very nice. Hilton was really on their game. Requests for things came immediately. Stevie was great orchestrating the pouring. Food was good. Kevin of course is always a good speaker. Communication from the Hilton banquet manager was superb. Choosing a favorite wine was difficult as wines were all good.

Upcoming Events

- **Oregon... and Neighbors, Friday, June 14th** – Scott Casper Host/Robyn Meadows Cohost. Things are ready. Placemats will be picked up and delivered to Hilton tomorrow. All wines are in Scott's possession. Presentation is complete. All is in great shape for Friday. Need to get pourers lined up. John May did indicate he can help on

Friday. Stevie will contact Shelley and Sandy to see if they can be there by 6:05-6:10 and can help pour if needed. Barry Hixon indicated he will be there early and Chris Nason will be there and can work as well. Robyn will be bringing projector and laptop and will be early to set up and manage check-ins at the door.

- **Portugal on the Greens, Sunday, July 14th at NOON** – Robyn Meadows Host/Stevie Posey Cohost. Last wines will be delivered tomorrow. Menu from Greystone looks good – appetizer, salad, pork main course and chocolate dessert. Stevie noted we need to let Greystone know about the vegan guest who is registered.

Robyn making a more robust informational handout about Portuguese wines since it will be more of an informal social event. Robyn donating a few wines. If we get to 24, we will break even but we won't make the 10% margin.

Discussion evolved regarding rising costs of events and the need for hosts to underwrite to make the 10% margin and still price around \$100 per person. Noted that wines are often purchased to try in advance, but those wines are not included in the event cost. It is an additional donation by hosts and cohosts. Consensus that hosts should not need to regularly underwrite costs to make the 10% margin.

- **Rosé Friday, August 9th** – Robyn Meadows Host/Lynne Beeson Cohost. Rosé is much easier – wines much more available in the PA system. Some wines have already been selected for the event. Other wines TBD soon. Hilton has provided small plates menu. Things are moving along well.
- **Riedel Glassware Experience. Friday, September 20th** – Lynne Beeson Host/Stevie Posey Cohost. Many details for set up received. Most things align with what we normally do. One exception is chilling on ice both reds and whites! Riedel would like 50 participants. This will be a challenge! Lynne offered seating to the York wine club whose members attended in previous years. Considering which Riedel line to feature – Veloce or Performance (dishwasher safe) for our event. Savings options with PWS distributorship discussed. Participation numbers will be a deciding factor on whether we can do the event.

Marketing

POSTCARDS Lynne Beeson reported that postcards were mailed to 200 individuals on Friday, June 7th. Bundle packets of postcards for board/volunteers to distribute were to be mailed today.

Program Planning for 2025

Robyn Meadows indicated we should start this process next month. Part of the process should be evaluating how many events we can do in a year. And dialogue about increasing attendance. Where to advertise more – York proximity was mentioned. Board members should bring ideas for events for next year – topic or theme, speaker, facility.

New Business No new business presented.

Adjournment

MOTION 3: Lynne Beeson moved to adjourn the meeting. Stevie Posey seconded the motion. The motion carried. Meeting was adjourned at 7:25 p.m.

Next Meeting AND *Program Planning for 2025*: July 8, 2024 at 6:30 p.m. **Members to bring ideas for 2025 events.**