



## PENNSYLVANIA WINE SOCIETY BOARD MEETING MINUTES

October 13, 2025

### Call To Order

President, Robyn Meadows called the meeting to order at 6:31 p.m.

**In Attendance:** Board members – Lynne Beeson, Scott Casper, Barry Hixson, David Killian, John May, Robyn Meadows, Matt Point.

### Review and Approval of Minutes

**MOTION 1:** John May moved to approve the September 9<sup>th</sup> minutes previously distributed. Matt Point seconded the motion. The motion carried.

### Review and Approval of Treasurer's Reports

**MOTION 2:** Scott Casper moved to approve the September Treasurer's Report previously distributed. Matt Point seconded the motion. The motion carried.

### Newsletter and Website Update

Lynne Beeson reviewed several upcoming (and early) deadlines previously emailed:

- THIS Saturday, October 18<sup>th</sup> deadline for November newsletter. Articles will be Finger Lakes and Sparkling. From the Board article. (There's no January event).
- November 15<sup>th</sup> deadline for December newsletter. Articles will be Sparkling and Merlot (February). From the Board article.
- December 10<sup>th</sup> deadline for the new 2026 Postcard. **ALL Events February through August. No January event,** Merlot (John), Alsace (David), Honig (Matt), Judgment at Harrisburg (Scott), Rosé (John), **no July event,** Botrytis (David).

**Blogs volunteers:** *Vittles and Vine* – no takers. *Wine Knowledge* – no takers. *Archaeology* – no takers. *Restaurant Reviews* – LV Mediterranean with Best Wine List on the Strip - **Matt**. *What You Missed* – *Board Selections* – **Scott**.

### Past Events

- **Board Selections** – Friday, October 10<sup>th</sup> 2025 – Hilton Harrisburg People seemed to enjoy it. Scott thanked all the board members who found wines for the event. It was a fun event – relaxing, chit-chatting fun. Nice food display. Everyone liked the wines. This type of event in the past has been popular. Enough information given about a wine to leave people wanting to know more and return to more events. People were asking quality questions. Board Member involvement sharing different wines they'd found personally was good.

### Upcoming Events

- **Finger Lakes** – Friday, November 7<sup>th</sup> 2025 – Hilton Harrisburg. Getting ready. David has wines. Lynne and David started slides last week. Pourers volunteers – Scott, Robyn, John, Matt. Robyn will do registration.

- **Sparkling Celebration** – Friday December 5<sup>th</sup> 2025 – Hilton Harrisburg. Hors d’oeuvres menu set. Pairing an hors d’oeuvre bite with each wine. Beginning to sample wines. Will need pourers. Robyn and Scott volunteered.

**Membership** – Ideas to recruit new members. Last month’s suggestions for follow-up reporting and deeper discussion:

- **Welcome packet at nonmember’s first event** – welcoming letter, more info about PWS, discount on membership weekend deal, etc. Implemented last two events. Feedback? Comment that the letter crafted by Robyn and Matt was excellent. Impact – 2 people joined after Zin but it was their third event. No new members from guests following Board Selections.
- **Push envelope on price and do more high-end events.** Survey to Zin attendees seems to indicate that there are serious wine people out there who want high end events and will pay a higher ticket price. Price points up to \$200 on many topics. Next year’s Alsace will be more doable at the \$150 price point noted on survey – more flexibility and more interesting wines for people to taste. Honig will not be cheap. Champagne can bump up a bit with the survey result – better bottles and perhaps more vintage Champagnes.
- **Offer incentive to members to bring in new ones.** Past incentive didn’t seem to have impact. Discussion of nonmember differential and upping the rebate for joining at event or same weekend. Idea to save \$50 on the event of the night if joining to attend. Comment that looking at data would be helpful. **Action Item:** Lynne will update by adding past year’s data to chart looked at a couple years ago.

**MOTION 3:** Scott Casper moved that we increase the \$10 rebate to \$20 rebate if nonmember guest joins the weekend of the event. David Killian seconded the motion. Motion carried.

Discussion of when to implement \$20 rebate. Suggested amendment to pause implementation until January. Amendment withdrawn in favor of enticing more people to join as soon as possible. Consensus to start with Finger Lakes event. Consensus to evaluate impact after 6 events (post May 2026 event).

- **Membership team with buddies** assigned to meet, introduce around, and help newbies through their first event. When this was done in the past it was appreciated. Comment that it is nice to greet people up front and give them a friend during the uncomfortable time when you’ve checked in but you don’t know anyone and you’re in a big open lobby space. Desirable to do this, but the issue is manpower to cover this in addition to all the pre-event set up needs. Perhaps need to introduce other non-board member volunteers into the mix on pre-event tasks inside so board members can assist newcomers outside. Alternative would be to appoint a Board Member to serve as a greeter and not do events. Tabled for future discussion, decision, and implementation when our 2026 Board and other volunteer numbers are known.

#### **New Business**

- No new business presented.

#### **Adjournment**

**MOTION 4:** Recommending and hearing no objections, Robyn Meadows, President, adjourned the meeting by acclamation at 7:31 p.m.

**Next Meeting: Monday, November 10<sup>th</sup>, 2025 at 6:30 p.m.**