



PA Wine Marketing and Research Program Board Meeting
Tuesday, May 19, 2026
10:00 a.m. – 2:00 p.m.
Pennsylvania Department of Agriculture
Virtual Teams Meeting

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AGENDA

10:00 a.m.	Welcome & Introductions	Jacob Gruver, Chair
10:05 a.m.	Approval of April 14, 2026 Meeting Minutes	Board
10:15 a.m.	Financial Reports	Michelle Early, McKonly & Asbury
10:30 a.m.	Assessment Report/ Grant Balance Report	Frenchie Cline & Michael Keefe, PDA
10:45 a.m.	New Business	
	<ul style="list-style-type: none"> • PWA Activity Update • Referendum Timeline • Strategic Vision Consultant, Timeline and Updated Budget • Proposed Motion for Strategic Vision Consultant – Collective Insights • Wine Board Point of Contacts with Strategic Vision Consultant • Review 2027 Concept Papers 	<p>Virginia Mitchell, PA Wine Association</p> <p>Mark O’Neill</p> <p>Mark O’Neill, PDA & Board</p> <p>Board</p> <p>Strategic Vision Subcommittee</p> <p>Board</p>
12:00 p.m.	Lunch	Board
12:30 p.m.	New Business Continued...	Board
1:40 p.m.	Other Business	Board
1:50 p.m.	Public Comment	Public
1:55 p.m.	Next Meeting Date: Tuesday, July 14, 2026, 10:00 a.m.	Board
	Location: PDA – Lobby Conference Room	
2:00 p.m.	Adjournment	Jacob Gruver, Chair