

PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD
Minutes of the February 28, 2023
MS Teams Virtual Board Meeting

Public notice of the February 28, 2023 Pennsylvania Malt and Brewed Beverage Industry Promotion Board Meeting was given as stipulated by the Sunshine Law.

CALL TO ORDER

The meeting was called to order at 9:02 a.m. Board members in attendance virtually included William Brock, Chairman; Sean Casey; Frank Pistella; Michele Meloy Burchfield; and Jeffrey Reeder.

Christian Lampe was not present at the commencement of the meeting.

Also present were Patrick Andrews, Chief, Market Development, PA Department of Agriculture; Ashley Fehr, Director of Agricultural Marketing and Business Development; Dr. John Matter, Juniata College; Jenny Groff, Clerk II; Kristen Markley, Organic Program Coordinator; and Holly Zarefoss, Administrative Assistant for Commodities.

INTRODUCTION

Dr. John Matter, Juniata College, provided a brief history of his professional background including being in his sixth year teaching the Art and Science of Brewing. Additional training included Reproductive Endocrinology and receipt of a Ph.D. in Zoology from the University of Florida.

Dr. Matter noted that one of his graduates is part owner and brew master at a local Juniata brewing company. Mr. Andrews was asked to send a list of the scope and types of previous projects to Dr. Matter. Board members had questions for Dr. Matter.

[Whereupon Christian Lampe entered the meeting at 9:10 a.m.]

APPROVAL OF MINUTES

The Board discussed corrections to the Minutes.

RESOLUTION NO. 2023.01-APPROVAL OF MINUTES

Motion by: Sean Casey

Second by: Michele Meloy Burchfield

Passed: Unanimously.

To approve the Minutes of the November 29, 2022 meeting.

OLD BUSINESS

Mr. Andrews updated members regarding the concept papers. Ms. Zarefoss noted 24 were received with 2 being joint apps with the Wine Marketing and Research Board. It was noted that 63 round one proposals were received. Chair Brock provided a condensed version of the concept paper screening process from start to finish.

Mr. Andrews noted the concept papers which includes one page of narrative and one page of budget/narrative, would be reviewed at the next meeting on April 12, 2023. Qualifying information requested in the RFP is in addition to the two pages.

Mr. Andrews indicated that language regarding dual applications with the Wine Board will still be entertained but not requested. He noted Beth Williams is an employee of the Wine Board who helps that board by placing the reports into a nice format and providing them to the legislators. He also discussed grant reimbursement. There was further discussion regarding one commodity funding another commodity board and the PLCB involvement. Chairman Brock noted staff is necessary to help organize outcomes, website development and to inform elected officials of the work being done and why it's important.

Mr. Andrews noted there had been discussion previously regarding submitting a legislative package to the new administration. Ms. Fehr noted the concept was introduced but Secretary Redding has yet to be confirmed so it has been placed in a holding pattern.

There was discussion regarding how money forfeited by GK Visual would be disposed of. Mr. Andrews stated the amount would be rolled over as there was no contract signed so funds were never allocated to a grant. There was further discussion regarding seven grant applicants that were rejected by the PLCB.

Mr. Andrews stated the Board suggested that the PLCB be removed from the grant process entirely with the exception that if they desire to be involved, and the appointments from the legislature and Governor's Office be doubled to provide an easier time forming a quorum. He discussed two bills, one to create a farm cidery license so cideries can have their own licenses and another bill to create another liquor code board for distilleries. Mr. Andrews will keep the Board apprised of any additional information regarding the matter.

NEW BUSINESS

Chairman Brock opened discussion as to whether or not as a courtesy PDA should be contacting the leadership to let them know that Board members will continue to serve but they have appointment ability. Mr. Casey suggested people appear as guests to observe for a period of time to get accustomed to the whole idea. Ms. Burchfield suggested making those individuals who will be coming on as valuable and knowledgeable as possible. Chairman Brock suggested that as terms expire, that leadership be notified of the choice to either reappoint or have the

Board make recommendations. He also noted that Board qualifications be compiled for use as guidelines to have some level of consistency. Mr. Andrews will prepare a list of suggestions for further discussion and approval at the next meeting. He will also provide a template for the full proposal at that time.

ADJOURN

RESOLUTION NO. 2023.02-ADJOURNMENT

Motion by: Michele Meloy Burchfield

Second by: Christian Lampey

Passed: Unanimously.

To adjourn the meeting.

There being no further business, the PA Malt and Brewed Beverage Industry Promotion Board Meeting adjourned at 10:05 a.m.

Respectfully Submitted:



Benjamin Morrow, February 28, 2023