

**PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD**

**Minutes of the May 8, 2020 Board Meeting  
PA Department of Agriculture - Conference Call  
2301 North Cameron Street  
Harrisburg, Pennsylvania 17110**

Public notice of the May 8, 2020, Pennsylvania Malt and Brewed Beverage Industry Promotion Board Meeting was given on May 7, 2020, as stipulated by the Sunshine Law.

**CALL TO ORDER/REVIEW PROCEDURES**

William Brock, Chairman, called the meeting to order at 10:07 a.m. Board members in attendance via conference call included Sean C. Casey, Frank Pistella, Christian T. Lampe, Jeffrey Reeder, Michele Meloy Burchfield.

Also in attendance was Patrick Andrews, Chief, Agriculture Marketing Development Division, Department of Agriculture; John Howard, Esquire, Chief Counsel, Department of Agriculture; Char Riley, Administrative Assistant, Commodities and Marketing, Department of Agriculture; Elizabeth Brassell, Director of Policy and Communications, PLCB; Kelly O'Donnell, Policy Director, Department of Agriculture; Cheryl Cook, Deputy Secretary for Market and Economic Development, Department of Agriculture; Mario Mazza, Chairman, Pennsylvania Wine Marketing and Research Program; and Chris Hall.

Laura England, Bureau Director, Department of Agriculture, was not present at the commencement of the meeting.

**PUBLIC COMMENT**

Mario Mazza, Chairman, Pennsylvania Wine Marketing and Research Program, commented on some of the challenges and obstacles of COVID-19 on the wine industry and grant rounds for projects.

Laura England, Bureau Director, Department of Agriculture, entered the meeting at 10:13 a.m.

Chair Brock commented, regardless of the decision of the Malt and Brewed Beverage Board with regard to total funding, the opportunity was present for both boards to approach the PLCB and suggest the next round of funding be targeted toward helping the wine and beer industry recover from the crisis.

**EXTENSIONS FOR EXISTING GRANTS**

Chairman Mazza noted, based on the current schedule, projects would not be approved until January or July of 2021, which he stated was "way too late to be effective." There was general discussion regarding ways to facilitate the matter if funds were expedited, including marketing efforts and ways to get the industries "back up on their feet" to sell more beer and wine.

Ms. Riley referred members to the attachment in the agenda for further discussion of questions that were answered by grantees regarding the effects of COVID-19 on projects.

Chair Brock suggested starting with a formal request to the PLCB by both entities requesting grant money be released sooner than January, which Chairman Mazza fully supported. There was further discussion of the requirements for marketing and the availability of funding.

The Board discussed working in unison with the Wine Board to address these matters with Elizabeth Brussel of the PLCB. Chair Brock will try to be on the upcoming Wine Board conference call for further discussion of the matter and will set up a meeting with Ms. Brussel.

Mario Mazza, Chairman, Pennsylvania Wine Marketing and Research Program, exited the meeting at 10:54 a.m.

#### **CURRENT ROUND 4 CONCEPT PAPERS**

Chair Brock noted there had been previous discussion of putting the current round of concept papers on hold and not reviewing the matter at this time. Following further discussion, the Board members agreed to table discussion regarding the concept papers. Ms. Riley would respond to inquiring grantees that the delay was due to COVID-19. There was discussion regarding the effects of COVID-19 on small businesses in the malt and brewed beverage industry and small business PPP loans.

#### **RESOLUTION NO. 2020.03-TABLE REVIEW OF CONCEPT PAPERS**

**Motion by: Sean C. Casey**

**Second by: Frank Pistella**

**Passed: Unanimously.**

To table the review of current Round 4 Concept Papers.

#### **2020 FUNDING/REVIEW OF FUNDING PRIORITIES**

Chair Brock noted a suggestion that the Board return a portion of the funding. He commented that the Board should consider keeping those funds for use in the future. It was noted that legislation would be necessary to give the money back.

Mr. Andrews noted a carryover balance of \$265,847.80 and \$1 million was due to be received in July. Board members commented on different ways the money could be utilized, noting the Board would have to be willing to act quickly.

#### **OPEN DISCUSSION**

Mr. Casey requested an Executive Session after discussion of all agenda items. Chair Brock stated there were certain criteria and specifications that must be met in order for the Board to enter into Executive Session.

Mr. Howard explained a specific reason must be stated, such as detailed discussion with regard to personnel matters, collective bargaining agreements or arbitration, real estate purchases, litigation or identifiable complaints, to discuss information recognized as confidential or privileged under law, and for discussion of university-related matters. All decisions must be by vote in a public meeting.

After further discussion, Mr. Casey noted that none of the criteria would meet his reason for requesting the Executive Session.

Mr. Andrews will compose a letter advising those who submitted concept papers of the Board's discussion.

## **ADJOURN**

### **RESOLUTION NO. 2020.04-ADJOURNMENT**

**Motion by: Frank Pistella**

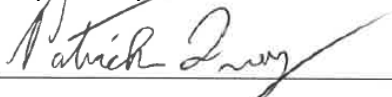
**Second by: Patrick Andrews**

**Passed: Unanimously.**

To adjourn the meeting.

The next Board meeting is scheduled for July 10, 2020.

Respectfully Submitted:



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Patrick Troy, May 8, 2020