

**PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD**  
**Minutes of the July 13, 2022**  
**MS Teams Virtual Board Meeting**

Public notice of the July 13, 2022, 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 included William Brock, Chairman; Sean Casey; Frank Pistella, Jeffrey Reeder; and Christian T. Lampe

Michele Meloy Burchfield was not present at the commencement of the meeting.

Also present were Patrick Andrews, Chief, Market Development, PA Department of Agriculture; Holly Zarefoss, Administrative Assistant for Commodities; Eve Adrian, Executive Policy Specialist 2; Adam Morris, Chief Counsel; and Chris Hall, craft beer freelance writer and marketer.

**APPROVAL OF MINUTES**

**RESOLUTION NO. 2022.7-APPROVAL OF MINUTES**

**Motion by: Christian T. Lampe**

**Second by: Sean Casey**

**Passed: Unanimously.**

To approve the Minutes of the May 5, 2022 meeting.

**TEMPLE UNIVERSITY REPORT**

Mr. Andrews commented that a review of the University's final report and Stacy Rineer's subsequent assessment was characterized as work done at the behest of the PLCB, which he stated was incorrect. Mr. Andrews suggested that he reach out to supervising faculty to inquire about the matter and request that the report be amended. Ms. Rineer and the PLCB will be notified regarding the matter.

**RESOLUTION NO. 2022.8-APPROVAL OF LIAISON WITH TEMPLE UNIVERSITY**

**Motion by: Sean Casey**

**Second by: Christian T. Lampey**

**Passed: Unanimously.**

To approve the Department of Agriculture liaison with Temple University to amend its recently submitted report to be consistent with the original grant request.

## **REVIEW AND APPROVAL OF FULL PROPOSALS**

Mr. Andrews noted Ms. Burchfield would be recused from Visit Pittsburgh Craft Tourism Campaign and stated all scores were in. He noted the balance as \$714,508. It was noted there may be enough to fund all proposals. There was further discussion of proposal scores.

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Michele Meloy Burchfield entered the meeting at 9:16 p.m.

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Mr. Lampe had discussion regarding John Matter, Associate Professor of Biology at Juniata College in charge of the home brewing program at the college who would be a good person to have as a nonvoting member. Members had further discussion.

### **RESOLUTION NO. 2022.9-APPROVAL OF JOHN MATTER**

**Motion by: Christian T. Lampey**

**Second by: Frank Pistella**

**Passed: Unanimously.**

To approve John Matter as a non-voting member and technical liaison of the Pennsylvania Malt and Brewed Beverage Industry Promotion Board in the future for the period of one year.

There was further discussion regarding other proposal scores.

### **RESOLUTION NO. 2022.10-APPROVAL OF PROPOSALS**

**Motion by: Michele Meloy Burchfield**

**Second by: Sean Casey**

**Passed: Unanimously.**

To approve all proposals.

There was discussion regarding additional staff support.

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Chris Hall entered the meeting at 10:11 a.m.

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## **NEW BUSINESS**

Chairman Brock requested feedback and suggestions regarding length of terms and term rotation.

Mr. Andrews commented that staggering the terms would be the best and suggested June 30 time period for nominations and reappointments.

Chair Brock stated that increasing Board members from five to seven can be best accomplished with the addition of non-voting members. He will ask members to review a proposal regarding the matter. There was discussion regarding adoption of a format similar to bylaws.

Chair Brock asked members to think about modifications to RFPs with regard to rules concerning scientific research, concept paper forms and proposals. Mr. Andrews requested that members send him bullet points of items to be inserted by Friday so he can start a draft of the final RFP for approval at the November meeting.

There was further discussion regarding whether upcoming meetings would be held virtually or in person.

## **ADJOURN**

### **RESOLUTION NO. 2022.11-ADJOURNMENT**

**Motion by: Michele Meloy Burchfield**

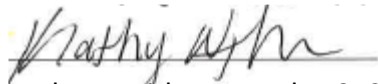
**Second by: Sean Casey**

**Passed: Unanimously.**

To adjourn the meeting.

There being no further business, the PA Malt and Brewed Beverage Industry Promotion Board Meeting adjourned at 10:39 a.m.

Respectfully Submitted:



Kathryn Witherow, July 13, 2022

The next meeting is scheduled for October 26, 2022 either virtually or at a location to be determined.