

PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD
Minutes of the November 29, 2022
MS Teams Virtual Board Meeting

Public notice of the November 29, 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 9:00 a.m. Board members in attendance virtually included William Brock, Chairman; Sean Casey; Frank Pistella; Christian T. Lampe; Michele Meloy Burchfield.

Also present were Patrick Andrews, Chief, Market Development, PA Department of Agriculture; Holly Zarefoss, Administrative Assistant for Commodities; Adam Morris, Chief Counsel.

APPROVAL OF MINUTES

The Board discussed corrections to the Minutes.

RESOLUTION NO. 2022.12-APPROVAL OF MINUTES

Motion by: Sean Casey

Second by: Michele Meloy Burchfield

Passed: Unanimously.

To approve the Minutes of the July 13, 2022 meeting as amended.

REVIEW OF THE RFP

Members reviewed the RFP as it was presented by Mr. Andrews. He referred members for further discussion to the language in the sections regarding COVID recovery and joint applications, the Beer and Wine Boards together. Mr. Andrews noted the Wine Board has elected to remove the language but is still open to receiving one. Ms. Burchfield stated she was in agreement with the Wine Board in that it brings up some potential for conflict and recommended elimination. Sean Casey was also in agreement.

RESOLUTION NO. 2022.13-APPROVAL OF RFP AS AMENDED

Motion by: Michele Meloy Burchfield

Second by: Chris Lampe

Passed: Unanimously.

To approve removal of the section in paragraph one starting with priority and ending with independently and removal of the section in paragraph 3(b) starting with applicants and ending in funding source.

There was discussion regarding the creation of a form to help guide how responses are written by setting font, spacing and page requirements. There was further discussion concerning other items to include in the RFP.

Chris Lampe noted that non-voting member Dr. John Matter, Associate Professor of Biology at Juniata College, had not been invited to this meeting and that he should be present for discussion. There was further discussion regarding a suggestion that a similar discussion be held regarding the concept paper and sharing the template with the PLCB.

Mr. Andrews stated additional language could be added regarding how outcomes are worded or formatted concerning the highlighted portion "expecting measurable outcome." There was further discussion. Mr. Andrews noted issues with submissions included grant reimbursements and budget categories. He commented that misuse of funds is a concern for the PLCB. It was suggested that there be further discussion between the Department of Ag and the PLCB to come up with a solution that works for them.

There was discussion of page five of the RFP regarding grant applications as well as the paragraph right below which addresses elimination. Ms. Burchfield had questions regarding the paragraph noting that "the applicant should also demonstrate that the equipment would in fact benefit the industry." It was noted that paragraph should state, "to reiterate, the applicant should also demonstrate that the equipment would in fact benefit the industry as a whole rather than an individual entity" and underline it. Members were in agreement with the suggestion on the RFP.

Ms. Burchfield commented that paragraph 4(b) under application which currently reads, "Applicant whose concept papers are approved by the Board", that "approved by the Board" might be misleading. It was noted that the process should be explained in the beginning of the RFP which includes concept paper, full proposal, review by the Board, approved or not approved and forwarded to the PLCB for final approval with the PLCB having the ability to reject a proposal approved by the Board. Mr. Andrews suggested adding detail about how the Board would receive and review concept papers and subsequently full proposals to prepare recommendations to the PLCB. He will make additional changes as discussed.

Mr. Casey referred back to page two for further discussion of 4(b) regarding "applications whose concept papers are" and suggested adding "preliminarily approved by the Board" which might help address some of the concerns that Ms. Burchfield has. Mr. Andrews would address that matter as well.

RESOLUTION NO. 2022.14-APPROVAL OF RFP WITH ADDITIONAL AMENDMENTS

Motion by: Chris Lampe

Second by: Sean Casey

Passed: Unanimously.

To approve additional edits and amendments made today regarding the RFP.

NEW BUSINESS

2023 Meeting Dates

Ms. Burchfield has dates between January 2023 and April 2023 that she would not be available. All members were requested to send unavailable dates to Ms. Zarefoss. Mr. Andrews requested confirmation of member availability for Wednesday July 12, 2023 as the date the Board would review scoring and make recommendations. All members were in agreement with that date. The remaining dates would be Doodled to members for consideration.

Mr. Andrews was asked to provide a link to export proposals that are submitted into Excel.

Members and staff were commended for their attendance and hard work.

ADJOURN

RESOLUTION NO. 2022.15-ADJOURNMENT

Motion by: Michele Meloy Burchfield

Second by: Frank Pistella

Passed: Unanimously.

To adjourn the meeting.

There being no further business, the PA Malt and Brewed Beverage Industry Promotion Board Meeting adjourned at 10:06 a.m.

Respectfully Submitted:



Ian Weeber, November 29, 2022