

**PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD**  
**Minutes of the December 12, 2017 Board Meeting**  
**PA Department of Agriculture, Room 309**  
**Harrisburg, Pennsylvania**

Public notice of the December 12, 2017 Pennsylvania Malt and Brewed Beverage Industry Promotion Board Meeting was given on December 7, 2017, as stipulated by the Sunshine Law.

**CALL TO ORDER**

William Brock, Chairman, called the meeting to order at 10:08 a.m. Board members in attendance included Christian Lampe, Sean Casey, Frank Pistella, Michele Meloy Burchfield and Advisory Member Jeffrey Reeder. Attending from the Pennsylvania Department of Agriculture were Brook Duer, Esquire, Board Solicitor, Patrick Andrews, Board Liaison to the Department of Agriculture.

The following individuals who participated in a portion of the meeting included Joe McAllister, Brew, The Museum of Beer; Carrie Fischer Lepore, Michael Chapaloney, Pursue Your Happiness; Artie Tafoya, present to support applications for grants; Nathan Badman, Thomas Webb, Matt Reinard and Levi Strouse, Three Beards Brewing, LLC.

The following individuals who participated in a portion of the meeting via telephone included Dr. Simon Condliffe and Dr. Matt Saboe, West Chester University; Charles Scott, CBS Squared; Tracy Dunlingson and PMI members, PMI; Dan LaBert, Beer Tourism: The Digital Ale Trail; William Covalleski, Victory Brewing Company, Brewers of Pennsylvania; Travis Smith, Kenny Gould, HopCulture; Brenda Miller, Visit Pittsburgh.

**PRESENTATION OF PROPOSALS**

The following proposals were presented for funding consideration:

#	Proposal	Applicant	Requested Amount
11)	A Comprehensive Evaluation of the Economic Impact of Pennsylvania's Beer Industry	Dr. Simon Condliffe Dr. Matt Saboe West Chester University	\$99,942.00
12)	The Story of Beer in Pennsylvania	Joe McAllister Matt Sherwin Brew: The Museum of Beer	\$229,870.00
13)	Pennsylvania Pursue Your Happiness	Carrie Fischer Lepore DCED	\$127,500.00
14)	Pennsylvania Brewery Trade Shows and Consumer Outreach	Charles Scott CBS Squared	\$167,947.00
16)	PAbeerism.com	Tracy Dunglinson PMI	\$750,000.00
17)	Beer Tourism: The Digital Ale Trail	Dan LaBert Artie Tafoya Brewers of Pennsylvania	\$60,000.00
18)	Retail Impact of Acts 160 and 39 of 2016 on Malt and Brewed Beverage Sales	William Covaleski Victory Brewing Company/ Brewers of Pennsylvania	\$125,000.00
19)	Increasing Tourism and Fostering local Culture Through a Pennsylvania-Focused Premiere Craft Beer Event Circuit	Travis Smith/Kenny Gould HopCulture	\$74,040.00
20)	Three Beards Brewing LLC at Spyglass Ridge Winery	Nathan Badman Three Beards Brewing LLC	\$500,000.00
15)	Development and Promotion of Craft Brewery Tourism in Allegheny County	Brenda Miller VisitPITTSBURGH	\$200,000.00

#### **NEXT BOARD MEETING**

The next meeting date is January 17, 2018

## **MINUTES**

Minutes of the June 22, 2017, September 28, 2017 and December 1, 2017 meetings were approved.

## **ADJOURNMENT**

There being no further business, the meeting was adjourned at 1:05 p.m.

### **RESOLUTION 2017.12 - ADJOURNMENT**

Motion by: Christian Lampe

Seconded by: Sean Casey

Passed: Unanimously

Respectfully Submitted:

A handwritten signature in cursive script that reads "Corey Elizabeth Fake". The signature is written in black ink and is positioned below the "Respectfully Submitted:" text.

Corey E. Fake

December 20, 2017