

PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD
Minutes of the January 23, 2018 Board Meeting
PA Department of Agriculture, Room 206
Harrisburg, Pennsylvania

Public notice of the January 23, 2018 Pennsylvania Malt and Brewed Beverage Industry Promotion Board Meeting was given on January 21, 2018 as stipulated by the Sunshine Law.

CALL TO ORDER

William Brock, Chairman, called the meeting to order at 1:01 p.m. Board members in attendance included Frank Pistella, Christian Lampe, Sean Casey, Michele Meloy Burchfield (via conference call), and Advisory Member Jeffrey Reeder.

Also in attendance were Brook Duer, Esquire, Board Solicitor; Patrick Andrews, Board Liaison to the Department of Agriculture; Laura England; and Cheryl Cook.

Fran O'Brien and Bonnie McCann, Department of Agriculture, participated in a portion of the meeting via teleconference.

FORMULATE INTERACTION WITH PLCB INCLUDING COMMUNICATIONS PLAN

Mr. Andrews referred Board members to the first set of data on the screen for further discussion. Mr. Lampe noted his recusal from the Digital Ale Trail and the study proposal deliberations.

Mr. Duer provided further explanation of the steps for the round one scoring process and proposal elimination. It was noted the first step would be to notify the appointees of recommendations to the PLCB followed by a public posting of the PLCB approvals. There was an additional discussion regarding the contents of the press releases.

The Department of Agriculture was commended for its excellent job in supporting this project. Chairman Brock on behalf of the Board will send letters to everyone who helped to make the project possible.

EXECUTIVE SESSION

An Executive Session was held from 1:19 p.m. until 1:35 p.m.

REVIEW ROUND ONE SCORING AND ELIMINATE XX PROPOSALS FROM FURTHER REVIEW

Mr. Duer explained that Jeffrey Reeder participated in his advisory capacity in the discussion concerning averaging and the recording of the Board's scores. He noted the red on the proposal sheet signified recusals. The Board further discussed the spreadsheet.

RESOLUTION NO. 2018.04-CUTOFF AMOUNT

Motion by: Frank Pistella

Second by: Sean Casey

Passed: Unanimously.

Any proposal below an average score of 60 would be eliminated.

It was noted for the record that Michele Burchfield remained listening on a cellphone listening and was not on the conference call number.

Chairman Brock read into the record the list of those remaining proposals, including Proposal Numbers 5, 6 with one recusal; 7, 8, 9, 10, 11 with one recusal; 13, 15 with two recusals; 17, 22, 24, 29, 30 with one recusal; 31 with one recusal; and 32.

Christian Lampe noted for the record that First Sip Brew Box had never been associated with Brewers of Pennsylvania.

RESCORE REMAINING PROPOSALS AND MAKE FINAL DETERMINATIONS

Board members discussed the scores for the remaining proposals. It was noted that no further discussion would be necessary with regard to scores above 80.

Michele Burchfield noted for the record her presence via teleconference.

Patrick Andrews and Frank Pistella exited the meeting at 2:38 p.m. and re-entered at 2:41 p.m.

DECIDE WHICH REMAINING PROPOSALS WILL ONLY BE PARTIALLY FUNDED AND BY HOW MUCH

The following proposals still in the running were discussed individually:

#	Proposal	Applicant	FUNDING
December 1, 2017 Proposals Interviews			
5)	Experience Pennsylvania's Breweries	PA Brew Review	\$39,970
6)	Malt Beverage Distributors Association Distributor Training and Development	MBDA	\$95,000
7)	Lake Erie Ale Trail Research and Marketing	Lake Erie Ale Trail	Undetermined
8)	Effect of Fungicides on PA Hop Aroma Quality	PSU	\$63,595
9)	Design and Development of Improved Drying Technologies for Pennsylvania's Hop Growers	PSU	\$70,558
10)	Pennsylvania Craft Malt Production and Promotion for Commonwealth Brewed Beverages	Deer Creek Malthouse	\$49,214

#	Proposal	Applicant	FUNDING
December 12, 2017 Proposals			
11)	A Comprehensive Evaluation of the Economic Impact of Pennsylvania's Beer Industry	West Chester University	
13)	Pennsylvania Pursue Your Hoppiness	DCED	\$127,500
15)	Development and Promotion of Craft Brewery Tourism in Allegheny County	Visit Pittsburgh	Undetermined
17)	Beer Tourism: The Digital Ale Trail	Brewers of Pennsylvania	

#	Proposal	Applicant	FUNDING
January 17, 2018 Proposals			
22)	TV Series: What's Brewing	CCI Communications	\$50,000
24)	Poured in Pennsylvania	GK Visual, LLC	\$65,000
29)	Bringing Brewers and Farmers Together	Montgomery County Planning Commission	\$7,147
30)	Professional Development and Educational Program	Master Brewer's Association of America District Pittsburgh	\$40,000
31)	PBG Pittsburgh Brewery Guide	Pittsburgh Brewers Guild	\$30,000
32)	The Hops on Lots Pittsburgh Project	Hops on Lots in Pittsburgh	\$10,000

RECESS

The Board recessed from 2:53 p.m. until 3:00 p.m.

APPROVAL OF PROPOSALS

RESOLUTION 2018.05-Approve Proposal No. 8, Proposal No. 9, Proposal No. 10, Proposal No. 29 and Proposal No. 32 at the full amount requested

Motion by : Frank Pistella

Seconded by: Christian Lampe

Passed: Passed unanimously.

To approve the Two Penn State, Deer Creek Malthouse, Montgomery County Planning Commission and Hops on Lots Pittsburgh proposals as presented.

RESOLUTION 2018-06-Approve Proposal No. 31

Motion by : Frank Pistella

Seconded by: Christian Lampe

Passed: Passed. Sean Casey recused from voting on the motion.

To approve the Pittsburgh Brewer's Guild proposal as presented.

RESOLUTION 2018-07-Approve Proposal No. 30

Motion by: Christian Lampe

Seconded by: Michele Burchfield

Passed: Passed. Sean Casey recused from voting on the motion.

To approve the Master Brewers Association of America, District Pittsburgh proposal with a contingency for oversight of the \$10,000 scholarship funding.

RESOLUTION 2018-08-Approve Proposal No. 24

Motion by: Christian Lampe

Seconded by: Sean Casey

Passed: Passed unanimously.

To approve the GK Visual, LLC proposal as presented.

RESOLUTION 2018-09-Approve Proposal No. 22

Motion by: Sean Casey

Seconded by: Michele Burchfield

Passed: Passed Unanimously.

To approve the CCI Communications proposal at the reduced level of \$50,000.

RESOLUTION 2018-10-Approve Proposal No. 17

Motion by: Frank Pistella

Seconded by: Sean Casey

Passed: Passed. Christian Lampe recused from voting on the motion.

To approve the Brewers of Pennsylvania proposal as presented.

RESOLUTION 2018-11-Approve Proposal No. 13

Motion by: Christian Lampe

Seconded by: Sean Casey

Passed: Passed unanimously.

To approve the DCED proposal as presented with the understanding that they are developing a template and will coordinate at the regional level for the development of Beer Trails. The Beer Board will distribute RFPs in the future to include funding so that regional areas may partner with DCED to assure the development. Pursuit Your Hoppiness will be made available to all regional trails that may choose to participate and that DCED does not keep the funds and will handle the channeling of requests for Beer Trail funding.

RESOLUTION NO. 2018-12-Approve Proposal No. 15

Motion by: Christian Lampe

Seconded by: Frank Pistella

Passed: Passed. Michele Burchfield and Sean Casey recused from voting on the motion.

A commitment for funding for Visit Pittsburgh at an undetermined amount based upon resubmittal of a proposal in partnership with DCED and Beer Trails.

RESOLUTION NO. 2018-13-Approve Proposal No. 6

Motion by: Christian Lampe

Seconded by: Sean Casey

Passed: Passed. Frank Pistella recused from voting on the motion.

To approve MBDA training proposal at an adjusted amount of \$95,000.

RESOLUTION ON. 2018-14-Approve Proposal No. 7

Motion by: Frank Pistella

Seconded by: Christian Lampe

Passed: Passed. Sean Casey abstained from voting on the motion.

A commitment for funding for Lake Erie Ale Trail at an undetermined amount based upon resubmittal of a proposal in partnership with DCED and Beer Trails.

RESOLUTION NO. 2018-15-Approve Proposal No. 5

Motion by: Frank Pistella

Seconded by: Michele Burchfield

Passed: Passed. Christian Lampe and William Brock opposed the motion.

To approve PA Brew Review.

NEXT BOARD MEETING

RESOLUTION 2018.02-NEXT MEETING DATE

Motion by: Frank Pistella

Second by: Sean Casey

Passed: Unanimously

ADJOURNMENT

There being no further business, the meeting was adjourned at 3:48 p.m.

RESOLUTION 2018.03 - ADJOURNMENT

Motion by: Sean Casey

Seconded by: Christian Lampe

Passed: Unanimously

Respectfully Submitted:



Seth R. Baier January 23, 2018