

PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD
Minutes of the April 12, 2023
MS Teams Virtual Board Meeting

Public notice of the April 12, 2023 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 9:01 a.m. Board members in attendance virtually included William C. Brock, Chairman; Sean C. Casey; Frank Pistella; Jeffrey Reeder; 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; Adam Morris, Esquire, Assistant Counsel; Holly Zarefoss, Administrative Assistant for Commodities.

Also in attendance: Dr. John Matter, Juniata College.

APPROVAL OF MINUTES

RESOLUTION NO. 2023.03-APPROVAL OF MINUTES

Motion by: Sean Casey

Second by: Chris Lampe

Passed: Unanimously.

To approve the Minutes of the February 28, 2023 meeting.

SCORE CONCEPT PAPERS

Mr. Andrews inquired of members as to whether scoring a zero meant a recusal or whether they were withholding to score later. There was further discussion regarding the scores.

(Whereupon Michele Meloy Burchfield entered the meeting at 9:16 a.m.)

Mr. Andrews suggested continued discussion at the Board's next meeting on May 10, 2023.

(Whereupon Michele Meloy Burchfield exited the meeting at 10:40 a.m.)

RESOLUTION NO. 2023.04-APPROVAL OF CONCEPT PAPERS

Motion by: Sean Casey

Second by: Chris Lampe

Passed: Unanimously.

To approve the top 17 ranked concept papers for the next phase for the grant process submission.

Chair Brock commented on the way the Board handled its discussion of the concept papers to get to a better outcome in the end.

Mr. Andrews remarked the only reason some proposals did not make it to full proposal stage was that they were highly competitive.

Members discussed what might be applicable to the next round of scoring. They also talked about whether organic gluten-free proposals have any agricultural impact.

Mr. Andrews would send a list of the 17 approved concept papers to all members.

NEW BUSINESS

A draft of the Board's bylaws would be sent to all members for review.

Mr. Andrews referred members to the budget and full proposal templates for further discussion. He noted that an instructions document can be developed going forward that would offer direction for the proposal template.

Ms. Zarefoss was complimented on the way she categorized the concept papers to make it easier to grade.

RESOLUTION NO. 2023.05-APPROVAL OF TEMPLATES

Motion by: Chris Lampe

Second by: Frank Pistella

Passed: Unanimously.

To approve the use of the templates going forward.

PUBLIC COMMENT - None

Members were asked to email topics for discussion at that meeting to Ms. Zarefoss but the RFA for a beer trail and beer marketing umbrella would be on the agenda.

ADJOURN

RESOLUTION NO. 2023.06-ADJOURNMENT

Motion by: Chris Lampe

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 11:16 a.m.

The next meeting is scheduled for May 10, 2023.

Respectfully Submitted:


Kathleen Formichelli, April 12, 2023