

PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD

Minutes of the April 17, 2019 Board Meeting

PA Department of Agriculture, Room 309

2301 North Cameron Street

Harrisburg, Pennsylvania

Public notice of the April 17, 2019, Pennsylvania Malt and Brewed Beverage Industry Promotion Board Meeting was given on April 16, 2019 as stipulated by the Sunshine Law.

CALL TO ORDER/REVIEW PROCEDURES

William Brock, Chairman (via teleconference) called the meeting to order at 10:45 a.m. Board members in attendance included Christian Lampe, Sean Casey (via teleconference).

Absent were Frank Pistella, Jeffrey Reeder and Lindsay Young.

Also, in attendance were Patrick Andrews, Chief, Agriculture Marketing Development Division, Department of Agriculture; and Char Riley, Administrative Assistant, Commodities and Marketing.

APPROVAL OF MINUTES

The volume of content in the previous minutes was discussed. Mr. Andrews suggested that the edited version as provided by Chairman Brock be used as the official minutes for the previous meeting. Chairman Brock suggested that the previous minutes be tabled pending Counsel review.

RFP & REPORTING DISCUSSION

The Board discussed whether the RFP would need to be revised. Mr. Andrews suggested including in the RFP the hiring of a research manager. He encouraged the Board to eliminate presentations and issue questions for the applicants instead. Members offered comments regarding the matter.

Mr. Andrews stated the progress reports should be emailed to Char Riley at pa.gov October 1 and April 1 each year while the contract is in effect or as requested by the Board. Final invoices should be emailed within 90 days of project completion and be accompanied by final reports to Char Riley at the same address. All reports should follow the structure of the project proposal.

Michele Meloy Burchfield entered the meeting via teleconference at 11:00 a.m.

Chairman Brock provided an update of the meeting thus far to Ms. Burchfield.

Mr. Casey suggested that the Board spend more time, a minimum of two weeks, reviewing concept papers. RFP language would be sent to counsel for review after which Board members would have the opportunity to review also.

RESOLUTION NO. 2019.01-CONCEPT LANGUAGE

Motion by: Sean Casey

Second by: Christian Lampey

Passed: Unanimously.

Approval and review of RFP concept language by legal counsel will become binding if there is no dissent by Board members.

John Howard, Esquire, Acting Chief Counsel, entered the meeting at 11:25 a.m.

There was discussion regarding matching funds and funding priorities for the grant process. Mr. Howard explained that a matched percentage could be used as a criterion to increase score points.

RESOLUTION NO. 2019.02-GRANT LANGUAGE

Motion by: Christian Lampey

Second by: Sean Casey

Passed: Unanimously.

Motion to remove the current language and add new language regarding a 50 percent in-kind match.

Chairman Brock requested that a Department of Agriculture representative approach the executive directors of the new Senate and House Committees with regard to attaching a one or two percent fee onto each grant that gets funneled back to the Department. Mr. Andrews commented that the Executive Office was not in favor of this but would review the matter further. There was discussion regarding ways to keep a record the progress of the marketing and research to promote beer in Pennsylvania. Mr. Andrews will set up a meeting regarding the matter.

Christian Lampe exited the meeting at 11:48 a.m. and re-entered at 11:52 a.m.

GRANT PROCESS DISCUSSION

Board members discussed Chairman Brock's suggestion for a six-month cycle to release RFPs. Mr. Andrews reviewed working with PLCB with regard to the responsibility for the grant program. He explained that the current contract would be utilizing the funds available July 1 of this year 2019. There was further discussion regarding the matter.

John Howard, Esquire, Acting Chief Counsel, exited the meeting at 12:07 p.m.

PRIORITY AREAS FOR FUNDING PROJECTS

Chairman Brock suggested a marketing campaign to reach out to VOP, PBA for matching money to promote beer in Pennsylvania. He asked Ms. Burchfield to work together with him to develop a concept paper for the Board to review. Funding priorities for the RFP would include the marketing plan, retailer outreach and training.

Char Riley, Administrative Assistant, Commodities and Marketing, exited the meeting at 12:14 p.m. and re-entered at 12:18 p.m.

Patrick Andrews, Chief, Agriculture Marketing Development Division, exited the meeting at 12:22 p.m. and re-entered at 12:24 p.m.

NEXT ROUND OF GRANTS

Chairman Brock noted two rounds, 20 minutes.

ASSIMILATING INFORMATION FROM RESEARCH BASED GRANTS

This matter was previously discussed when Counsel was present.

REPORTING TO GENERAL ASSEMBLY PER STATUTE

Chairman Brock suggested that every person who received grant money should provide an update of their project. Mr. Andrews suggested designing a template that would list appropriate information for use when reporting to the General Assembly. If contact information would be provided, Mr. Casey would reach out to the first round of grant recipients for a status update.

ADJOURNMENT

There being no further business, the meeting was adjourned at 12:49 p.m.

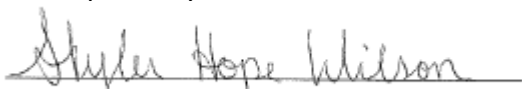
RESOLUTION NO. 2019.03-ADJOURNMENT

Motion by: Sean Casey

Second by: Christian Lampe

Passed: Unanimously.

Respectfully Submitted:



Skyler Hope Wilson, April 17, 2019