

**PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD**  
**Minutes of the May 5, 2022**  
**MS Teams Virtual Board Meeting**

Public notice of the May 5, 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 10:00 a.m. Board members in attendance included William Brock, Chairman; Frank Pistella; Michele Meloy Burchfield; and Jeffrey Reeder.

Sean Casey was absent. Christian T. Lampe was not present at the commencement of the meeting.

Also present were Patrick Andrews, Chief, Market Development, PA Department of Agriculture; Holly Zarefoss, Administrative Assistant for Commodities; Eryn Spangler, Deputy Director, Legislative Affairs; Eve Adrian, Executive Policy Specialist 2; and Adam Morris, Chief Counsel.

**APPROVAL OF MINUTES**

**RESOLUTION NO. 2022.3-APPROVAL OF MINUTES**

**Motion by: Michele Burchfield**

**Second by: Frank Pistella**

**Passed: Unanimously.**

To approve the Minutes of the April 13, 2022 meeting.

**RFP ADDITIONS**

Chairman Brock suggested a more regional scope to include multiple counties should be included in the RFP.

Ms. Burchfield stated there might be some concerns by local people.

Chairman Brock had concerns with regard to continuous paying for new technology and suggested seeking out established technology. Ms. Burchfield suggested that those who develop technology should make it shareable. Chairman Brock noted that could be part of the RFP as well. There was discussion regarding shared software licensing pertaining to this matter and whether the Board could require specifications around the licensing agreement.

Chairman Brock opened discussion with regard to the concept paper uniformity.

Christian T. Lampey entered the meeting at 10:26 a.m.

## **RFP ADDITIONS (CONTINUED)**

Ms. Burchfield suggested that at least two references within the industry be required that support a project and provide validity as to the benefits to the industry.

Chairman Brock suggested that a PD- type form be utilized to outline the information the Board deems important and further suggested some work on the language for future RFPs. Ms. Burchfield supported more responsible use of funds for for-profit entities.

Mr. Andrews suggested that another non-voting member of the Board, who is an academic researcher, would also add value to the discussion of research proposals. He also suggested that members inquire as to individuals interested in joining the Board in an advisory capacity.

## **CONCEPT PAPER SCORING**

Board members discussed the concept paper scores. Mr. Andrews presented the scores on the screen for review by members. Recusals were noted.

Ms. Burchfield suggested a column be included indicating past funding for anyone who has presented a concept paper. She also requested that Mr. Andrews research the average spent to date per beer trail.

Chris will obtain information with regard to the number of breweries in each county. Members discussed which scores to adjust. It was suggested that brewers, wholesalers and retailers review the National Association of Wholesalers and the Brewers Association economic impact studies. There was further discussion regarding grant funding. Mr. Andrews suggested placing a statement in the next RFP that innovation projects would score higher.

There was discussion regarding proposal guidelines. Mr. Andrews was asked to obtain additional information from Penn State with regard to past funding.

## **RESOLUTION NO. 2022.4-APPROVAL OF PROPOSALS**

**Motion by: Christian T. Lampey**

**Second by: Michele Burchfield**

**Passed: Unanimously.**

To request full proposals from applicants who scored 65 or higher.

## **FUTURE MEETINGS (MAY AND JULY)**

Chairman Brock noted the next scheduled meeting would not be necessary but suggested keeping the July meeting. Mr. Andrews can reach out to members if necessary.

## **NEW BUSINESS**

Chairman Brock has asked PDA, the legislative office with PDA, and policy personnel to assist with gathering structured information regarding rotating Board terms for further discussion at a meeting.

**RESOLUTION NO. 2022.5-MINUTES**

**Motion by: Michele Burchfield**

**Second by: Christian T. Lampey**

**Passed: Unanimously.**

**To approve the Minutes of the April 13, 2022 meeting.**

Eve Adrian commented that if the Board had any questions about any legislative action, change in statute or any other concerns to let her know and she would make the connection with those who could clarify a matter.

Mr. Andrews announced that Holly Zarefoss has been promoted to the Administrative Assistant for Commodities.

**ADJOURN**

**RESOLUTION NO. 2022.6-ADJOURNMENT**

**Motion by: Christian T. Lampey**

**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 11:55 a.m.

Respectfully Submitted:

A handwritten signature in cursive script, appearing to read "Hannah Bartkowski", written over a horizontal line.

Hannah Bartkowski, May 5, 2022