

**PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD**

**Minutes of the May 10, 2023  
MS Teams Virtual Board Meeting**

Public notice of the May 10, 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 9:04 a.m. Board members in attendance virtually included William C. Brock, Chairman; Sean C. Casey; Frank Pistella; Jeffrey Reeder; and Christian T. Lampe.

Also present virtually were Patrick Andrews, Chief, Market Development, PA Department of Agriculture; Holly Zarefoss, Administrative Assistant for Commodities; Jenny Groff, Clerical Assistant; and Ashley Fehr, Director of Agricultural Marketing and Business Development.

In attendance virtually: Dr. John Matter, Juniata College.

Chairman Brock noted for the record that public comment would be added to all future agendas. Adding Minutes to the website would also be considered.

There was discussion regarding whether the identity of unidentified telephone numbers at the meeting should be disclosed.

**APPROVAL OF MINUTES**

**RESOLUTION NO. 2023.07-APPROVAL OF MINUTES**

**Motion by: Sean Casey**

**Second by: Frank Pistella**

**Passed: Unanimously.**

To approve the Minutes of the April 12, 2023 meeting.

**REVIEW OF RFP**

It was noted that Ms. Meloy-Burchfield at a future meeting would provide an RFP with regard to a broader marketing effort across the state.

**BARREL AND FLOW PROPOSAL**

Chairman Brock noted this proposal was approved in the prior round, but that PLCB returned it noting illegal activities but after talking with their counsel, had a better understanding and they were okay with it. A proposal can be resubmitted if the PLCB sends confirmation there is no problem. Mr. Andrews stated the group contact their attorneys and legislators regarding the

matter and counsel was hired who called the PLCB requesting all correspondence regarding the decision to not fund the program. There was further discussion.

Chairman Brock suggested submission of an updated proposal that was previously approved. Mr. Andrews suggested that Counsel confirm the ticketing practices and how the beer is coming into the state.

Frank Pistella made a motion to approve a full proposal upon John Howard confirming satisfaction with the elements. The motion died for lack of a second.

Chairman Brock noted approval of this proposal last year, and through no fault of their own, the funding was lost. Mr. Casey suggested a motion to expand the nature of the proposal not using the words full proposal.

#### **RESOLUTION NO. 2023.08-APPROVAL OF EXPANDED PROPOSAL**

**Motion by: Frank Pistella**

**Second by: Sean Casey**

**Passed: Unanimously.**

To approve a motion that upon confirmation from the PLCB, that Barrel and Flow submit an expanded beercentric proposal. There was discussion that Barrel and Flow should focus more on the nature of beer and less on the mechanics and administration of hosting a festival.

#### **HOUSE BILL 198**

Mr. Andrews explained that HB 198 is the easy bill that proposes to create a distillery board identical in structure to this board. Mr. Andrews noted amendments to the bill identified by this board as well as the Wine Board where Act 39 is concerned. He said the amendments were not added before it came out of committee but there were verbal agreements made that a separate piece of legislation would be created to change the Beer and Wine Boards. Mr. Andrews will provide amended information for Board members to review.

Chairman Brock put together a board structure document designed to show how it would police its own governance and asked that members review same. Members had feedback with regard to that information. It was noted that the Department of Ag would like to expand the Board. It was suggested that the Board find someone with a background similar to Ms. Burchfield's with marketing, sales and expertise in beer which he noted is a critical component of what the Beer Board needs. Chairman Brock opined that maybe the ad hoc members cover that.

Mr. Andrews noted the Farm Cidery Bill was re-introduced this session by a freshman legislator that had previously been authored by a senior legislator, which would create a separate license for cideries, and that bill would remain stagnant this entire session due to the political dustup.

Chairman Brock asked that any edits be done so at some point it can be approved within the parameters of the current Act 39.

**RESOLUTION NO. 2023.09-APPROVAL OF AMENDMENTS TO HOUSE BILL 198**

**Motion by: Frank Pistella**

**Second by: Chris Lampe**

**Passed: Unanimously.**

To approve the amendments to House Bill 198.

**NEW BUSINESS**

Jeff Reeder discussed his conversation with Kim McKenna, CFO, National Beer Wholesalers Association (NBWA) and noted she had provided him some of the materials they were using as a part of their program, including a Beer First Program and another promotional program to help the category. He noted that Ms. McKenna would be willing to join the meeting on a future call to give you NBWA's national perspective.

Ms. Zarefoss stated the next meeting is scheduled for July 12, 2023, to review proposals and prepare recommendations. October 26, 2023 is the next scheduled meeting thereafter.

Mr. Reeder will contact Ms. McKenna to see if she would be available to attend the July 12 meeting and provide that information to the Board.

There was discussion regarding "There's a Beer For That" campaign spearheaded by a national marketing organization and the Beer First website. Mr. Reeder will provide the passwords for those interested in visiting the site.

Mr. Andrews reminded Board members about the Round Two evaluations. He suggested that additional language should be added in the template that an applicant is required to report according to the outcomes and measures as stated in their proposals and failure to do so would result in disqualification from future rounds of funding. Ms. Zarefoss stated a deadline on the template may also be helpful. Mr. Andrews will update the template.

**OPEN DISCUSSION**

There was further discussion regarding the Cider Board with a member noting that previously this Board had agreed to fund some cider support. Mr. Andrews stated the Cider Guild did submit a request to the Beer and Wine Board and only the Beer Board funded them with a marketing grant.

There was discussion regarding the PA Preferred Program. Mr. Andrews referred to a bill that had been previously introduced to create a program called Made in PA, and DCED has not been a big fan of the bill. He indicated it was hard to get all ingredients in Pennsylvania. All of the ingredients cannot be bought locally. 75 percent or more of hops and malt must to be from PA to qualify for PA Preferred. There was a further conversation regarding the PA Preferred Program.

**ADJOURN**

There being no further business, the PA Malt and Brewed Beverage Industry Promotion Board Meeting adjourned at 10:13 a.m.

The next meeting is scheduled for July 12, 2023.

Respectfully Submitted:

A handwritten signature in cursive script, appearing to read "Nicole B. DeHaven", is written over a horizontal line.

Nicole B. DeHaven, May 10, 2023