

PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD
Minutes of the June 22, 2017 Board Meeting
PA Department of Agriculture, Room 309
Harrisburg, Pennsylvania

Public notice of the June 22, 2017 Pennsylvania Malt and Brewed Beverage Industry Promotion Board meeting was given on June 18, 2017, as stipulated by the Sunshine Law.

CALL TO ORDER

William Brock, Chairman, called the meeting to order at 10:06 a.m. Board members in attendance included Sean Casey and Frank Pistella and Advisory Member Jeffrey Reeder. Attending from the Pennsylvania Department of Agriculture were Brook Duer, Cheryl Cook, Laura England, Jennifer D'Angelo, and Tim Grunklee. Carrie Lepore from DCED attended a portion of the meeting.

MINUTES

Minutes of the May 4, 2017 meeting were emailed to board members for their review in advance of the meeting.

RESOLUTION 2017.05 – ACCEPTANCE OF MAY 4, 2017 MINUTES

Motion by: Sean Casey

Seconded by: Frank Pistella

Passed: Unanimously

To accept the minutes of the May 4, 2017 meeting.

LINKAGES TO TOURISM - DCED

Ms. Lepore provided a presentation.

RESOLUTION 2017.06 – MATCHING GRANT FOR ARC GRANT

Motion by: Frank Pistella

Seconded by: Sean Casey

Passed: Unanimously

To allocate a \$25,000 matching grant for an Appalachian Regional Commission (ARC) grant to be applied for by DCED to promote beer tourism in Pennsylvania, subject to the approval of a proposal.

INTERAGENCY AGREEMENT BETWEEN PLCB, PDA AND THE PA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD

Mr. Duer will email the agreement to Mr. Brock for review and signature.

RESOLUTION 2017.07 – AUTHORIZATION FOR CHAIR TO SIGN AGREEMENT

Motion by: Sean Casey

Seconded by: William Brock

Passed: Unanimously

To authorize the chair of the board to sign the agreement pending final legal counsel approval.
- Advisory member, Jeffrey Reeder, is in support of this motion.

DISCUSSION TOPICS

The following topics were also discussed:

- PA Preferred brewery project
- Budget
- List of licenses from PLCB
- Electronic survey for stakeholders

ACTION ITEMS

- PA Preferred Brewery Project: Tim Grunklee will provide a report upon his departure in August.
- PDA will look into the details of marketing PA beer at the annual Farm Show.
- Advisory membership discussion is tabled until next meeting.
- Laura England will revise the budget to include additional administrative support (5%).
- Laura England will reach out to Scott Sheely regarding a grant proposal for an economic impact study (future project).
- Brook Duer will prepare a solicitation template for publication and prepare a final template for the grant agreement. Most measurable economic impact should be listed at the top in the scoring criteria.
- Bill Brock will provide the link and spreadsheet to PDA with the list of beer licenses, etc. PDA will look into having the locations mapped.
- Electronic survey to stakeholders will take place in 2018.
- The board will prepare information for a press release including creating a vision and mission statement. Laura England will reach out to Bonnie McCann regarding a future press release.

NEXT BOARD MEETING

Mr. Brock will provide PDA with proposed meeting dates in September. This meeting will be held at the PA Department of Agriculture in Harrisburg.

ADJOURNMENT

There being no further business, the meeting was adjourned at 12:57 p.m.

Respectfully Submitted:



Laura England
August 2, 2017