

**PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD**  
**Minutes of the July 10, 2020 Skype Board Meeting**

Public notice of the July 10, 2020, Pennsylvania Malt and Brewed Beverage Industry Promotion Board Meeting was provide as stipulated by the Sunshine Law.

**CALL TO ORDER**

William Brock, Chairman, called the meeting to order at 10:02 a.m. Board members in attendance via conference call included Sean C. Casey, Frank Pistella, Christian T. Lampe, and Jeffrey Reeder.

Michele Meloy Burchfield was absent.

Also in attendance was Patrick Andrews, Chief, Market Development, PA Department of Agriculture; John Howard, Esquire, Chief Counsel, Department of Agriculture; Char Riley, Department of Agriculture Liaison PDA and ACMA; Elizabeth Brassell, Director of Policy and Communications, PLCB; also Laura England, Director, Bureau of Market Development.

Public commenters in attendance were Brendon Carroll and Oana Carroll, CNC Malt; Kylie McCracken, Marketing Manager, VisitPITTSBURGH; Destiny Zeiders, Committee Executive Director, PA House of Representatives; Bryan Reeder; Dan LaBert, Brewers of Pennsylvania; and Doug Clayton, Hop Stop Farm.

**APPROVAL OF MINUTES**

**RESOLUTION NO. 2020.05-APPROVAL OF MAY 8, 2020 MINUTES**

**Motion by: Sean Casey**

**Second by: Frank Pistella**

**Passed: Unanimously.**

To approve the Minutes of the May 8, 2020 meeting.

**RATIFY RFP**

Patrick Andrews, Chief, Market Development, PA Department of Agriculture, referred Board members to the Grant Solicitation and Application Procedures for Act 39 of 2016 Funding for further discussion of each of the four basic points along which the RFP was modified, including addressing COVID; allowing for the possibility of a project that could address both wine and beer; addressing departure from the standard timeline; and defining acceptable indirect costs.

Chair Brock commented that he, Mario Mazza, Chairman of the PA Wine Marketing and Research Board, and Mr. Andrews numerous discussions related to working together to promote the PA beer and wine industry "to help and alleviate some of the damage that's done."

Chair Brock noted the COVID proposals for the industry would be considered according to priorities. If funds remained, other proposals would be considered. He suggested correspondence be sent to applicants with regard to concept papers to inform them of the current situation and to encourage them to resubmit their proposals based on recovery. If not, their proposal would be considered in the next round after the process was determined.

Mr. Andrews noted similar communication with the Wine Board applicants and would share that letter with the Board. He suggested all reference to content papers and presentations be removed to compress the timeline, rather than just receiving a full proposal, in order to review proposal to make a decision.

It was suggested the date for submission should be Monday, August 26, 2020, a five-week time period.

#### **RESOLUTION NO. 2020.06-APPROVAL OF RFP TIMELINE**

**Motion by: Christian T. Lampe**

**Second by: Frank Pistella**

**Passed: Unanimously.**

To approve Wednesday, August 26, 2020, as the deadline for the revised timeline and RFP grants.

Elizabeth Brassell, Director of Policy and Communications, PLCB, requested clarification of the deadline in relation to the timing of recommendations to PLCB. Mr. Andrews inquired, if RFPs were received by close of business on Wednesday, August 26, 2020, and reviewed in the Beer Board meeting on September 2, 2020, if that would provide the PLCB with enough time to review with recommendations from that September meeting.

There was further discussion regarding an appropriate solution during this COVID pandemic. Ms. Brassell noted PLCB would need a couple of weeks for consideration and recommendation, but if the information was clear, it could be reviewed at its September 23<sup>rd</sup>, 2020 meeting. She stated this would be the first time that both the Beer and Wine Board recommendations would be reviewed together.

#### **GRANT EXTENSIONS**

Kylie McCracken, Marketing Manager, VisitPITTSBURGH, noted her organization barely spent any money due to the pandemic. With everything on hold, she requested that grants be rolled over until next year.

Mr. Andrews referred to the results of some of the questions on the Beer survey for further discussion. He noted one of the questions asked of the grantees with current, ongoing projects was how has COVID affected their projects, and the response was that 30 percent noted somewhat of an impact, 57 percent noted a significant impact, and 12 to 15 said little or no impact.

Another question asked was, do you believe your project would have an impact given the current timeline, with 35 percent responding no, 35 percent yes and 23 noting possibly.

There was a question on the survey, if extensions could be granted, would the grantees suspend any ongoing initiatives until the emergency was over, and 55 percent indicated yes, 7 percent indicated no.

Yet another question asked was, have you been forced to suspend your project temporarily, to which 35 percent responded yes, 40 percent no and some were still unsure at the time of the survey.

Dan LaBert, Brewers of Pennsylvania, commented on the survey results and recipients who received grants for tourism and education while being bound by the Governor's COVID-19 guidelines. He noted Brewers of Pennsylvania received two grants, one for an event for development of the brewer industry and an event that would honor the brewer industry in public. Mr. LaBert stated the current guidelines make it "impossible to move forward."

Elizabeth Brassell, Director of Policy and Communications, PLCB noted that Stacy Rineer did a really deep dive into all three rounds of beer grant awards, taking into consideration the survey results, progress reports, and spelled out grant by grant where each stood and what might be needed. She noted two were identified from prior rounds that warranted extensions and stated they had been working with those grantees to grant that extension. Ms. Brassell cautioned that the PLCB was taking a project by project approach. Ms. Brassell offered further explanation of grant terms and the process for extensions. Ms. Riley indicted she would be sending all beer grantees and wine recipients information regarding the resource account.

#### **RESOLUTION NO. 2020.07-GRANT PROPOSAL REQUESTS**

**Motion by: Sean Casey**

**Second by: Christian T. Lampe**

**Passed: Unanimously.**

To stay consistent with the Board's grant proposal requests and just inserting language used traditionally and approved in the past.

## **COVID-19 RESEARCHER UPDATES**

Doug Clayton, Hop Stop Farm, commented that he currently had two agricultural grants for hops, one for a dryer and one for a new variety of hops, and was moving forward with both projects.

Brendan Carroll, CNC Malt, commented that his grant story was similar to Doug Clayton's. but he had a two-week delay and was hoping to get back on schedule. Mr. Carroll was working with Penn State to use kilns for hop dryers, which had been delayed. He noted all paperwork was now in order and equipment should be functioning in time for hop harvest.

## **NEW BUSINESS**

Chair Brock inquired of Ms. Brassell about a way to correlate all research information and best practices of the projects generated statewide, such as on a website, and would funding be available. Ms. Brassell explained this would have to be a project that the Beer and Wine Boards would recommend to the PLCB for funding. There was further discussion regarding the type of information that would be needed to promote the matter and a recommendation that the Board consult with Mr. Howard and Mr. Mazza regarding the matter.

### **RESOLUTION NO. 2020.08-APPOINTMENT OF CHAIR**

**Motion by: Frank Pistella**

**Second by: Sean Casey**

**Passed: Unanimously.**

To appoint William Brock to serve as Chairman of the PA Malt and Brewed Beverage Industry Promotion Board for the coming year.

## **ADJOURN**

### **RESOLUTION NO. 2020.09-ADJOURNMENT**

**Motion by: Sean Casey**

**Second by: Christian T. Lampe**

**Passed: Unanimously.**

To adjourn the meeting.

There being no further business, the PA Malt and Brewed Beverage Industry Promotion Board Meeting adjourned at 11:27 a.m.

Respectfully Submitted:

A handwritten signature in cursive script, appearing to read "Patrick Troy", is written over a horizontal line.

Patrick Troy

July 10, 2020