

PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD
Minutes of the September 15, 2020
Skype Board Meeting

Public notice of the September 15, 2020, Pennsylvania Malt and Brewed Beverage Industry Promotion Board Meeting was given as stipulated by the Sunshine Law.

CALL TO ORDER

William Brock, Chairman, called the meeting to order at 9:06 a.m. Board members in attendance via conference call included Sean C. Casey, Frank Pistella, and Jeffrey Reeder.

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

Michele Meloy Burchfield was absent.

Also in attendance via conference call were Patrick Andrews, Chief, Market Development, PA Department of Agriculture; and Char Riley, Department of Agriculture Liaison PDA and ACMA.

APPROVAL OF MINUTES

RESOLUTION NO. 2020.10-APPROVAL OF JULY 10, 2020 MINUTES

Motion by: Sean Casey

Second by: Frank Pistella

Passed: Unanimously.

To approve the Minutes of the July 10, 2020 meeting.

REVIEW OF BEER GRANT EXTENSIONS

Beer 2 National Beer Museum extended to 12/17/2020

Beer 2 Cumberland Area Economic Development Corp. extended to 1/7/2021

Beer 2 California University (not yet reviewed, but it looked like they want another 6 months which if approved, would take them to the end of September 2021 on a project started in July 2019 that has yet to submit a single invoice toward the \$72,500 grant.)

Beer 3 Pittsburgh Brewers Guild extended through 7/31/2021.

Patrick Andrews, Chief, Market Development, PA Department of Agriculture, discussed information related to BOP extensions and was informed to email the resource account for PLCB. They did not get a response but were encouraged by Mr. Andrews to resubmit the email.

Chairman Brock discussed an email from PLCB about the grant status. He felt it was somewhat problematic that some applicants he felt were pretty good had not been returning or

submitting reimbursements. Mr. Andrews commented that one area that Penn State struggles with is their invoicing. Chairman Brock commented the money was being allocated, but it was not going where it should.

Mr. Casey noted he had suggested to Elizabeth Brassell creation of a single-page summary or checklist be provided to grant recipients regarding the key action on how to work with PLCB on invoicing and billing. It was his understanding that PLCB was working on such a list.

Chairman Brock suggested sending out a one-page sheet of a few questions so that applicants can update their status and the information be inserted onto a spreadsheet for the Board to review. He requested to be informed if the grants were successful, what worked, and what did not.

There was discussion regarding staffing information that would be passed on to the PLCB for review.

RESOLUTION NO. 2020.11-APPROVAL TO SEND MEMO TO PLCB FOR REVIEW

Motion by: Sean Casey

Second by: Frank Pistella

Passed: Unanimously.

To approve forwarding the document produced by Chairman Brock on the collaborative management arrangement with the Wine Board to the PLCB for review.

REVIEW OF ACT 39 ROUND 5 GRANT APPLICATIONS

The Board entered into Executive Session from 9:25 a.m. until 11:46 a.m. for review of the Act 39 Round 5 Grant Applications that would be funded in 2021 or sooner.

Christian T. Lampe entered the meeting during Executive Session.

	Proposal	Applicant	Amount	
	Malting Equipment: Increasing quality, consistency and availability of PA-grow malt, while reducing costs to PA breweries	Alan Gladish, Double Eagle Malt, LLC	\$100,000.00	
	Optimizing Processing of Gluten Free Grains for Improved Wort Fermentability	Darrell Cockburn, PSU	\$65,381.00	
	Stabilize the Local Craft Beer Supply Chain through Grain and Hops Storage Expansion	Brendan Carroll, CNC Malt	\$138,900.00	
	Cumberland Valley Beer Trail Passport	Ashley Kurtz, Cumberland Area	\$13,500.00	

		Economic Dev. Corp (CAEDC)		
	Growing the Black Craft Beer Community in the U.S.	Day Bracey, Drinking Partners, LLC	\$75,000.00	
	Lake Erie Ale Trail Marketing Expansion	Jeff McCullor, Lake Erie Ale Trail (LEAT)	\$73,000.00	
	Beer Tourism Recovery Grant to Promote Craft Breweries of Greater Philadelphia	Michael Newmuis, Visit Philadelphia	\$150,000.000	
	Poured in PA: The Series 2021	Nate Kresge, GK Visual, LLC	\$160,000.00	
	Pennsylvania Brews	Salim Makhlof, PA Media Group	\$150,000.00	
	Summer Brewery Academy	Gregg Johnson, Point Park University	\$28,695.00	
	Need for Continuing Professional Development and Education Remains the Foundation of This Organization	Adam Kubala, Master Brewers Association of Americas (MBAA)	\$71,138.35.00	
	Optimizing Hopping Protocols in Beer for Predictable Chemistry and Quality	Josh Lambert, PSU	\$96,906.00	
	TOTAL		\$1,122,520.35	

Mr. Andrews noted a balance of \$143,327.45 remains, which could go up once unspent grant funds are determined. There was further discussion.

Mr. Andrews noted that one of the applicants not in the current motion to fund is ranking higher than an applicant the Board has thought about funding, that applicant being Douglas Clayton, Hop Stop Farm, Increasing the efficiency and quantity of harvesting hops in Northwestern PA by purchasing a Wolf Harvester. Board members discussed the application. Mr. Lampe reduced his overall score on that to 42.

Mr. Casey noted on the record that the Department of Agriculture and the Board worked through a very difficult period over the past year trying to determine fund grants.

RESOLUTION NO. 2020.12-APPROVAL OF GRANTS

Motion by: Christian Lampe

Second by: Sean Casey

Passed: Unanimously.

To approve the Act 39 Round 5 grant applications.

Chairman Brock suggested discussion of concept papers and the PLCB timeline at the next meeting. He further suggested review of RFP requirements before that meeting. There was further discussion regarding those matters.

ADJOURN

RESOLUTION NO. 2020.13-ADJOURNMENT

Motion by: Christian T. Lampe

Second by: Sean Casey

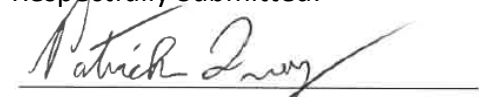
Passed: Unanimously.

To adjourn the meeting.

There being no further business, the PA Malt and Brewed Beverage Industry Promotion Board Meeting adjourned at 12:01 p.m.

Ms. Riley noted the next meeting is scheduled for October 28, 2020 at 9:00 a.m.

Respectfully Submitted:



Patrick Troy, September 15, 2020