

PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD
Minutes of the October 28, 2020
Skype Board Meeting

Public notice of the October 28, 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 9:08 a.m. Board members in attendance via conference call included Sean C. Casey, Michele Meloy Burchfield, Christian T. Lampe, and Frank Pistella.

Jeffrey Reeder was absent.

Also in attendance via conference call were Patrick Andrews, Chief, Market Development, PA Department of Agriculture; Char Riley, Department of Agriculture Liaison PDA and ACMA; and Laura England, Director of Market Development. John Howard, Esquire, Chief Counsel, was absent.

Destiny Zeiders, Executive Director, PA House of Representatives Agriculture and Rural Affairs Committee, was also present.

APPROVAL OF MINUTES

RESOLUTION NO. 2020.14-APPROVAL OF SEPTEMBER 15, 2020 MINUTES

Motion by: Christian T. Lampe

Second by: Sean Casey

Passed: Unanimously.

To amend the Minutes of the September 15, 2020 meeting to strike the paragraph where Mr. Andrews noted that one of the applicants not in the current motion to fund is ranking higher than an applicant the Board had considered funding, and Mr. Lampe reduced his overall score on that to 42. It was noted this subject matter should be discussed in Executive Session.

RESOLUTION NO. 2020.15-APPROVAL OF SEPTEMBER 15, 2020 AMENDED MINUTES

Motion by: Sean Casey

Second by: Frank Pistella

Passed: Unanimously

To approve the amended Minutes of the September 15, 2020 meeting.

DISCUSSION OF RFP CHANGES

Patrick Andrews, Division Chief, asked if the Board still wanted to keep the language regarding COVID recovery. There was discussion regarding the economic challenges this winter due to outdoor dining being eliminated this year along with the difficulties of indoor dining and what position the PLCB would be willing to embrace with regard to grant proposals.

Mr. Andrews suggested the RFP be tabled until the matter is further reviewed. There was discussion regarding the possibility of quarterly progress reports or whether twice a year is sufficient. There was further discussion regarding some of the proposals. The addition of a section was suggested that would help the Board organize all the proposals and place them into a single portal or website.

Mr. Andrews suggested an addition to the RFP with regard to taking completed research and doing trials on actual farms. Another suggestion was a separate website that offers information on funded items, such as Ag research, operational Ag projects, and tourism, so grants, research, outcomes and best practices could be organized. There was further discussion.

DISCUSSION ON REPORTING REQUIREMENTS

Chair Brock suggested that reporting information should be increased. Ms. Riley discussed the reporting requirements. She will provide further information regarding the status of proposals.

Mr. Andrews noted that it needed to be very clear in the RFP that proposals must include a reporting plan, a statement of expected outcomes, and an outline of how performance would be measured. Chair Brock asked Ms. Riley to create a spreadsheet with each project and the level of reporting being received back. Ms. Burchfield suggested including who would be accountable in the organization for reporting. It was suggested, for now, the COVID language be kept.

Ms. Burchfield was asked to document some bullet points regarding her ideas for a joint proposal for wine and beer. There was further discussion.

PROPOSED STAFFING MODEL - UPDATE

Mr. Andrews noted that PLCB had not yet responded to his memo, but he would email the Board when a response was received. Chair Brock indicated so much more could be accomplished with a "little bit more horsepower" by way of a staff person shared with the Wine and Malt Beverage Boards structured in those ideas who could make it happen. There was discussion regarding the publication of Board minutes on the Department of Ag website which could be another task of an additional staff person. There was further discussion.

Mr. Andrews commented that House Bill No. 325, establishing the Pennsylvania Distilled Spirits Industry Promotion Board, was still in the Senate and expected to be reintroduced at the next session in December.

REVIEW OF ACT 39 ROUND 5 GRANT APPLICATIONS

Mr. Andrews noted many questions were received from PLCB were passed onto the Applicants for response. He indicated that Ms. Brassell had sent out an email that their agenda was so full that it was decided to postpone grant funding discussion until the November 18, 2020 meeting.

Mr. Andrews mentioned having a conversation with PLCB with regard to communicating directly with the Grantees, which would eliminate one step in the process. He will schedule a telephone call for clarification of RFP language.

MEETING DATES FOR 2021

The Board discussed changes to the 2021 meeting dates. Mr. Andrews will follow up with the PLCB regarding the proposed meeting dates. Ms. Riley stated the 2021 meeting dates will be set up as Skype meetings until otherwise notified. Mr. Andrews noted Microsoft Teams is another method to videoconference and may work more efficiently. There was further discussion.

NEW BUSINESS

None

PUBLIC COMMENT

None

ADJOURN

RESOLUTION NO. 2020.16-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 10:34 a.m.

Respectfully Submitted:



Patrick Troy, October 28, 2020