

PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD

Minutes of the October 26, 2023

MS Teams Virtual Board Meeting

Public notice of the October 26, 2023 Pennsylvania Malt and Brewed Beverage Industry Promotion Board Meeting was given as stipulated by the Sunshine Law.

CALL TO ORDER

Mr. Andrews indicated that William Brock has retired from the Board and noted that Mr. Pistella would open the meeting.

Frank Pistella, Acting Chair, called the meeting to order at 9:03 a.m. Board members in attendance virtually along with Mr. Pistella included Jeffrey Reeder; Christian T. Lampe; Michele Meloy Burchfield; and Sean C. Casey.

Also present virtually were Patrick Andrews, Chief, Market Development, PA Department of Agriculture; Holly Zarefoss, Administrative Assistant for Commodities; Adam Morris, Esquire, Assistant Counsel; and Jenny Groff, Clerical Assistant.

In attendance virtually were Kristina Watson, Agricultural Trade Specialist; Gwyn Rowland, Western Carolina University; Deborah Ingravallo, Liaison at Food Export Association of the Midwest USA and Food Export USA-Northeast; and Faith Dowling.

NOMINATIONS FOR CHAIR

RESOLUTION NO. 2023.15-NOMINATIONS FOR CHAIR

Motion by: Christian T. Lampe

Second by: Sean Casey

Passed: Unanimously.

To approve Jeffrey Reeder as Chair of the Board.

Jeffrey Reeder assumed the position as Chair.

APPROVAL OF MINUTES

RESOLUTION NO. 2023.16-APPROVAL OF MINUTES

Motion by: Frank Pistella

Second by: Christian T. Lampe

Passed: Unanimously.

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

FOOD EXPORT

Deborah Ingravallo, Food Export Association, referred members to her screen presentation and provided a summary of the business. She explained the company's purpose is to help international promotion of agricultural or value-added products of businesses throughout Pennsylvania, New Jersey, and New Hampshire, and works with liaisons from each state department of agriculture, including Kristina Watson, who was also present on the call.

She pointed out the areas of interest shared interactively with these businesses including exporter education and market promotion and offered to help assist the Malt and Brewed Beverage Board. Ms. Ingravallo noted U.S. territories would not be considered as export countries for the program, but all others are. Other boards or cooperatives work with direct commodities.

Mr. Andrews remarked that Ms. Ingravallo works with former director Laura England.

Mr. Casey noted there is a federal grant for the export division for craft beer, which will host conferences, participate in beer tasting and help get the product overseas.

REVIEW RFP

Mr. Andrews reminded members the RFP had been previously discussed and a few changes were agreed upon included the project proposal grant application and proposal must be completed within the template provided at a link, which Mr. Andrews indicated may have to be changed to reinstitute the page limit. He offered further explanation based on the final template.

He reviewed changes to the matching funds for Beer Trail proposals and stated the percentage will need to be discussed. The dollar per dollar match can be removed if not 50 percent of the total project. Members offered comments. Mr. Andrews suggested new language regarding contributing matching funds being used for contractual expenses and not for personnel expenses and also not considering in-kind contributions. He rewrote language that any applicant submitting a proposal may be required to commit a percentage of documented matching funds at the discretion of the Board and noted this would be communicated after the concept paper round.

RESOLUTION NO. 2023.17-APPROVAL OF RFP CHANGES

Motion by: Michele Meloy Burchfield

Second by: Christian T. Lampe

Passed: Unanimously.

To approve changes as discussed.

NEW BUSINESS

Mr. Andrews noted that he and Ashley have been working on restructuring of the Bureau and final approval has been received for a dedicated program officer for commodities whose job would be working with seven boards including the Beer Board. He talked about the Distillery Board Bill, which has not moved as of yet, but would provide a timeline flexibility to bring more of a customer service "vibe" to the program. He talked about a bill to create a farm cidery license just for that industry but opined it may not get moved this year.

Mr. Andrews stated he is involved in three areas, PA Preferred, Farm to School and then also the Commodity Board but he would be involved with this Board for at least a year.

There was further discussion regarding the cider industry being provided a position on the Distillery Board and inviting a guest cider person to participate on this board to become familiar with an agricultural board.

Mr. Andrews noted the PLCB has not scheduled grants to be voted on yet but asking their questions of applicants already recommended has been completed for a while. There was further discussion.

He explained a real big "dustup" or argument between the PLCB with one of the Board's grantees, Mark Brault, Deer Creek Malthouse, regarding a first release batch, which was done late, so a re-release was done of the remaining stock he would not be reimbursed for. Also, Mr. Andrews noted the conference got moved to the regional conference in D.C. due to space issues in Philadelphia. He will ask Mr. Brault to provide an overview of the matter to all members for possible legislative use.

There was further discussion getting legislature and the Governor's Office involved and Chris Lampey agreed to spearhead the communication in that regard. Mr. Casey inquired to what degree the Board is "handcuffed" from getting involved in anything perceived as legislative initiatives and are there parameters. Mr. Morris offered further explanation regarding interpretation and resolution of the matter. There was additional discussion.

2024 MEETING DATES

Board members discussed meeting dates and agreed on the following dates:

February 22, 2024; April 11, 2024; May 9, 2024; June 27, 2024 (in person); and October 31, 2024.

PUBLIC COMMENT

None

ADJOURN

RESOLUTION NO. 2023.18-TO ADJOURN

Motion by: Christian T. Lampey

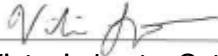
Second by: Sean Casey

Passed: Unanimously.

A motion to adjourn the meeting.

There being no further business, the PA Malt and Brewed Beverage Industry Promotion Board Meeting adjourned at 10:46 a.m.

Respectfully Submitted:



Victoria Lantz, October 26, 2023