

**PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD**

**Minutes of the April 14, 2021**

**MS Teams Virtual Board Meeting**

Public notice of the April 14, 2021, 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 9:03 a.m. Board members in attendance virtually included Christian T. Lampe, Frank Pistella, and Jeffrey Reeder

Sean C. Casey was absent. Michele Meloy Burchfield was not present at the commencement of the meeting.

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; Laura England, Director of Market Development; John Howard, Esquire, Chief Counsel; Cheryl Cook, Deputy Secretary.

Mario Mazza, Chair, PA Wine Marketing and Research Program Board was also in attendance for a portion of the meeting.

**APPROVAL OF MINUTES**

**RESOLUTION NO. 2021.1-APPROVAL OF OCTOBER 28, 2020 MINUTES**

**Motion by: Christian T. Lampe**

**Second by: Frank Pistella**

**Passed: Unanimously.**

To approve the Minutes of the October 28, 2020 meeting.

**BETH WILLIAMS, PROJECT AND PROGRAM COORDINATOR FOR THE WINE BOARD**

Mario Mazza, Chair, PA Wine Marketing and Research Program Board, provided a brief summary of Ms. Williams' professional experience. He noted her contract is through December 31 of 2021 with the ability to renew on an annual basis and the potential to develop into a full-time position by the end of the year. She would be working with both the Wine and Beer Boards.

Mr. Mazza stated her first order of business with the Wine Board would be helping to draft language for concept papers and providing reports to legislators, as well as developing industry and PLCB facing communications.

Chair Brock commented that three key issues of the job would be to develop a solid relationship with the PLCB, report to the House and Senate in order to collate a list of funded projects, and also create a catalog of wine and beer trails. Ms. Williams would need to become familiar with the database.

#### **PMBBIPB PROJECT AND PROGRAM COORDINATOR STATUS RFP**

John Howard, Esquire, will contact Stacy Rineer at the PLCB with regard to a project and program coordinator and RFP.

#### **ROUND 6 GRANT RFP**

The Round 6 grants would be discussed later in the meeting.

Mr. Andrews commented that an RFP may not be necessary for the project coordinator, but it would depend on Ms. Rineer's direction as to the most appropriate way of moving forward. The Board would wait until Mr. Howard reports back regarding his conversation with Ms. Rineer.

#### **PRESENTATION**

Laura England provided information regarding a recent discussion with U. S. Commercial Services Pittsburgh, and specifically, a discussion regarding whether the Pennsylvania beer industry would be interested in exporting. She noted there had been discussion with the Wine Board, and it would make sense to discuss the beer side of the market as well. Members commented on the matter. Ms. England will research the matter further.

#### **CONCEPT PAPER SCORING**

Patrick Andrews discussed the Round 6 Grant RFPs. The joint proposals with the Wine Board were referred to for further discussion. Board members discussed the Temple University, Danielle Harlop grant. Mr. Andrews noted the proposed grant would need further clarification with regard to budget, how the industry stakeholders would be incorporated to provide guidance and ensuring that the guidelines in the RFP are adhered to. Board members agreed.

The PA Cider Tourism Campaign, Ben Wenk; Schuylkill County Craft Beverage Trail, Regina Gargano and the 20 television/internet shows, Lee Ann Davidovich were the other three joint proposals with the Wine Board that were discussed, as well as some marketing concepts.

Board members discussed the remainder of the Round 6 proposals and offered recommendations.

It was suggested that Poured in PA be asked to create 12 episodes with some retailers and also to help with the marketing strategy. Members offered further suggestions regarding the proposals.

Michele Meloy Burchfield entered the meeting at 10:10 a.m.

Chair Brock will draft a document to share with the Board regarding Proposals 2 and 3.

Members discussed scoring and made some changes.

Ms. England noted she had placed another link in the CAD to the Pennsylvania county economic and work-related statistics from the Department of Labor and Industry.

**RESOLUTION NO. 2021.2-APPROVAL OF CONCEPT PAPERS**

**Motion by: Michele Meloy Burchfield**

**Second by: Christian T. Lampe**

**Passed: Unanimously.**

To approve nine concept papers after review and evaluation of the nine presented.

**ELECTING VICE CHAIR**

Chair Brock suggested that a Vice Chair be elected to take over in the event he is absent.

**RESOLUTION NO. 2021.3-ELECTION OF VICE CHAIR**

**Motion by: Michele Meloy Burchfield**

**Second by: Christian T. Lampe**

**Passed: Unanimously.**

To approve the nomination of Frank Pistella for the position.

**NEW BUSINESS**

Ms. Riley noted that the next two meetings are scheduled for July 14, 2021 at 9:00 a.m. and October 27, 2021, at 9:00 a.m.

It was noted that proposals would be reviewed at the July 14, 2021 meeting.

The RFP would be discussed at the October 27, 2021 meeting. Chair Brock suggested discussion be held with regard to obtaining more proposals by communicating the availability of these opportunities, including the use of Facebook pages. He asked members to think about the matter for further discussion at the October meeting.

Ms. Riley stated the Commonwealth is now using Microsoft Teams (MS Teams) for virtual meetings rather than Skype.

Chair Brock, Ms. Burchfield and Mr. Lampe will be meeting with the candidate hired by the Wine Board after which a special meeting of the Board would be called to make sure all members are in agreement.

**ADJOURN**

**RESOLUTION NO. 2021.4-ADJOURNMENT**

**Motion by: Christian T. Lampe**

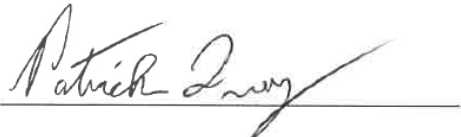
**Second by: Michele Meloy Burchfield**

**Passed: Unanimously.**

To adjourn the meeting.

There being no further business, the PA Malt and Brewed Beverage Industry Promotion Board Meeting adjourned at 11:15 a.m.

Respectfully Submitted:

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

Patrick Troy, April 14, 2021