

PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD
Minutes of the October 27, 2021
MS Teams Virtual Board Meeting

Public notice of the October 27, 2021, Pennsylvania Malt and Brewed Beverage Industry Promotion Board Meeting was given as stipulated by the Sunshine Law.

CALL TO ORDER

The meeting was called to order at 9:07 a.m. Board members in attendance virtually included William Brock, Chairman; Christian T. Lampe, Sean Casey, Frank Pistella, and Jeffrey Reeder.

Michele Meloy Burchfield was not present at the commencement of the meeting.

Also present virtually 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, and Adam Morris, Esquire, Assistant Chief Counsel, were not present at the commencement of the meeting.

Also in attendance were Kelly O'Donnell, Policy Director, and Eryn Spangler, Deputy Director, Legislative Affairs; and John Plasterer, public member, Snyder County farmer and hops grower.

APPROVAL OF MINUTES

RESOLUTION NO. 2021.8-APPROVAL OF JULY 14, 2021 MINUTES

Motion by: Sean Casey

Second by: Christian T. Lampe

Passed: Unanimously.

To approve the Minutes of the July 14, 2021 meeting.

RFP INDIRECT COST

Mr. Andrews referred to Section 12 of the RFP for the Wine Board for further discussion of its limitation on indirect costs, including cost reimbursements, grants and indirect costs. He indicated that the Wine Board indirect costs are capped at ten percent and in terms of graduate student participation reasonable stipends are permitted but tuition reimbursement is not. Mr. Andrews inquired if this Board would consider adopting similar language for consistency sake.

Michele Meloy Burchfield entered the meeting at 9:14 a.m.

There was further discussion regarding indirect costs and rates, including NICRA, which Mr. Andrews explained is a federally negotiated, indirect cost rate and establishes the indirect rates a company may use on proposals.

Mr. Andrews reiterated the discussion up to the point when Ms. Burchfield entered the meeting. He noted two things that the Board is considering adding to the Beer Board's RFP Section 13, or Wine Board RFP at Section 12, the cost reimbursement grant section. It states that Wine Boards may include an allowance for indirect costs of up to ten percent. In the case of graduate student participation, reasonable stipends would be allowed and tuition would not be allowed. There was further discussion.

Chairman Brock suggested the matter be tabled for now. Mr. Andrews will contact Stacy Rineer at PLCB and inform her that the matter will be placed on the agenda over the next few meetings for further discussion.

BOARD COMMUNICATIONS AND LEADERSHIP AGREEMENT

Mr. Andrews noted, over the past couple years, Board members and staff had not had the best record for communicating with one another, which he stated may be hampering some of the work the Board is trying to accomplish. He referred to a September email sent to Board members, which he received no response, and asked for feedback as to how the matter may be resolved.

Ms. Burchfield suggested, if a response is required, it be so noted on the email. Chairman Brock suggested that members send an email containing all their current contact information, including telephone numbers and email addresses, and encouraged members to be more responsive. There was further discussion.

PROJECT AND PROGRAM COORDINATOR DEADLINE JANUARY 1, 2022

Mr. Andrews explained that a contractor for the Beer Board is being sought as project and program coordinator to promote the malt and brewed beverage industry. He commented that the person who was hired by the Wine Board is very interested in approaching this Board about doing the same work. Included on the agenda is the Wine Board agreement and the attached scope of work information with that contractor for members to review.

Adam Morris, Esquire, entered the meeting at 9:54 a.m.

John Howard, Esquire, entered the meeting at 9:56 a.m.

The group had discussion as to whether recommending a project for funding when it comes up out of cycle can be done, and PLCB's openness to just ad hoc approval of funding without going through a competitive process.

Attorney Howard commented there is no flexibility with PLCB, such as the Wine Board has with ACMA funds. He asked that the Board provide him with specific details that he could discuss with Stacy Rineer at PLCB. Chairman Brock will put assemble the information, share it with the Board, and send it to Attorney Howard for review with Ms. Rineer.

Chairman Brock suggested Item No. VIII, Home Brewers Association Funding, be taken off the agenda pending further information from the PLCB. He noted the matter would be revisited at future meetings.

John Howard, Esquire, exited the meeting at 10:13 a.m.

DOUBLE EAGLE MALT RESEARCH PROJECT

Mr. Andrews referred to an email sent from Alan Gladish, Double Eagle Malt, to Ms. Riley asking the Board to consider shifting perspective on the importance of promoting local products within beer. There was discussion with regard to Double Eagle's grant request.

Chairman Brock suggested a Board call in the future to discuss what type of research and the critical areas where research is needed and "what information may be missing" that could have impact.

Michele Meloy Burchfield exited the meeting at 10:30 a.m.

HOME BREWERS ASSOCIATION FUNDING

Tabled as previously noted.

NEW BUSINESS

There was discussion regarding the RFP timeline, starting with the publication date of January 1st, proposals being submitted by the end of February, at least six weeks for the Board to review and score concept papers, scores will be reviewed at the April 13 meeting, and a decision will be made as to who to obtain full proposals from which will be due to the Board the beginning of June. Following that, five or six weeks to review and score the full proposals and then July 13th the Board will discuss the scores and recommendations for funding.

Chairman Brock and Ms. Riley will be working together to organize projects to be funded. Ms. Riley commented that she would be adding an extra column indicating the category that each proposal would be referencing and would have that information available for review prior to the February meeting.

Chairman Brock reminded all members to provide updated contact information to Ms. Riley.

Mr. Andrews reiterated that for the next RFP, research categories will be specified and an update regarding action items for the contractor will be placed on the February 2022 agenda. On behalf of the Beer Board Mr. Andrews will respond to Alan Gladish asking him to consider

an academic partner and take a role in the project that meets his credentials and to also consider attending the BOP symposiums.

Ms. Riley had discussion of first round evaluation reports and indicated she was awaiting final approval from the Board to send to DGS for a final report to legislators and also discussion as to what would be required from the Board with regard to round two. A Board meeting before February was suggested for further discussion of round two.

RESOLUTION NO. 2021.9-APPROVAL TO FORWARD REVIEWS TO DGS

Motion by: Sean Casey

Second by: Christian T. Lampe

Passed: Unanimously.

To authorize Chairman Brock to approve and forward the reviews to DGS.

RESOLUTION NO. 2021.10-ADJOURNMENT

Motion by: Sean Casey

Second by: Frank Pistella

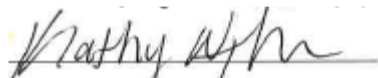
Passed: Unanimously.

To adjourn the meeting.

There being no further business, the PA Malt and Brewed Beverage Industry Promotion Board Meeting adjourned at 10:51 a.m.

The next meeting is scheduled for February 23, 2022.

Respectfully Submitted:



Kathryn Witherow, October 27, 2021