

PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD

Minutes of the February 28, 2020 Board Meeting

PA Department of Agriculture, Room 310

2301 North Cameron Street

Harrisburg, Pennsylvania

REVISED 4/15/2020

Public notice of the February 28, 2020, Pennsylvania Malt and Brewed Beverage Industry Promotion Board Meeting was given on February 18, 2020, as stipulated by the Sunshine Law.

CALL TO ORDER/REVIEW PROCEDURES

William Brock, Chairman, called the meeting to order (via telephone) at 9:09 a.m. Board members in attendance included Jeffrey Reeder & Sean Casey (via telephone) and Christian Lampe.

Board members Frank Pistella were not present.

Also in attendance was Patrick Andrews, Chief, Agriculture Marketing Development Division, Department of Agriculture (via telephone); Laura England, Bureau Director, Department of Agriculture (via telephone); John Howard, Esquire, Chief Counsel, Department of Agriculture; Char Riley, Administrative Assistant, Commodities and Marketing, Department of Agriculture; Elizabeth Brassell, Director of Policy and Communications, PLCB (via telephone); Kelly O'Donnell, Policy Director, Department of Agriculture; Cheryl Cook, Deputy Secretary for Market and Economic Development, Department of Agriculture; and Stacy Rineer, Esquire, PLCB (via telephone).

RFP/FUTURE GRANT PROCESS DISCUSSION

There was discussion with regard to the requirements concerning the RFPs, such as improved applications, fine tuning some promotional activities, clarification of timelines for review and recommendations, and the length and format of the concept paper. Mr. Andrews referred to Section 8, Evaluation, Recommendations and Awards, and noted that currently the PLCB notifies applicants if approved and the Board notifies applicants not approved. He suggested further discussion on the matter.

Ms. Rineer explained the grant process at the PLCB. Ms. Brassell clarified that communication to grantees is, this is the contract you've been approved for, and PLCB has not contemplated contacting all of those not approved. She noted that all grant applicants are encouraged to obtain their own counsel when developing projects, preferably an attorney familiar with the Liquor Code.

Ms. Rineer explained, as Counsel for PLCB, she cannot offer advice but may have discussions with Mr. Howard as Counsel for Ag and the Board. Ms. Cook commented, as Deputy Secretary for the Department of Agriculture, she cannot communicate a decision of another state agency. She further commented her understanding that this matter had been resolved as noted in the

flow chart. She noted the current map indicates that PLCB notifies the Dept. of Ag but did not reflect that Ag was notifying grantees beyond the point of who was recommended and who was not. She referred to target dates and expressed a concern that those dates would not be met.

There was discussion of conditional approvals based upon certain changes to a project. Ms. Brassell explained the need to evaluate projects on a case-by-case basis in conjunction with the Board.

Mr. Andrews encouraged the Board to include in the process Ms. Rineer's offer for discussion with Mr. Howard during the concept paper review.

Chair Brock recommended highlighting the dates in the timeline and placing the dates on a calendar for distribution. He noted another recommendation to expedite the process would be to just announce the timeline.

Mr. Andrews and Ms. Riley agreed to fine tune the chart and communicate the modifications to the Board.

Ms. Rineer noted the PLCB would need to review the final version before being published.

Respectfully Submitted:



Evan Bingaman

February 28, 2020