

PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD

Pennsylvania Department of Agriculture

2301 North Cameron Street

First Floor, Lobby Conference Room

Harrisburg, PA 17110

Minutes of the March 26, 2025 Board Meeting

Public notice of the March 26, 2025 Pennsylvania Malt and Brewed Beverage Industry Promotion Board Meeting was given as stipulated by the Sunshine Law.

CALL TO ORDER

Jeffrey Reeder, Chair, called the meeting to order at 10:02 a.m. Board members in attendance along with Mr. Reeder included Laura Lacy; Frank Pistella, Sean Casey, John Matter, Michele Meloy-Burchfield were present via Teams.

Also present were Patrick Andrews, Chief, Market Development, PA Department of Agriculture; Holly Zarefoss, Administrative Assistant for Commodities; Adam Morris, Esquire; and Michael Keefe, Commodities Program Manager.

APPROVAL OF MINUTES

RESOLUTION NO. 2025 - 01-APPROVAL OF MINUTES

Motion by: Sean Casey

Second by: Laura Lacy

Passed: Unanimously.

To approve the Minutes of the October 30, 2024 meeting.

[The motion passed unanimously with the addendum that the Board voted to eliminate concept papers solely for the proposed statewide marketing campaign.]

UPDATE ON PROJECT MANAGEMENT POSITION

[Patrick Andrews announced that the legal office noted no room in the statute for the Board to hire a contractor. He stated 75% of the scope put together for a contractor is now defunct.

These issues involved dealing with the Pennsylvania Liquor Control Board (PLCB), completing work that Mr. Keefe now currently does, and reporting on the grant program, which is solely the duty of the Board and could not to be completed by a contractor. Mr. Andrews opined that it would likely not be justifiable to spend money on this issue when it could otherwise be granted out.

Mr. Casey asked if, legally, the Board members had to write their own Requests for Proposals (RFPs) to the General Assembly, or if they could be written with non-Board members or AI. Mr. Morris replied that it was likely more important that the Board members' thoughts be properly conveyed. Mr. Morris explained that in these RFPs, the Board must give their opinion as to whether the money granted to the Board was efficacious.

The Board concluded that they are not likely to hire a program director soon. They agreed to have more in-depth conversations about the RFPs at a different time.]

REVIEW AND DISCUSS CONCEPT PAPERS

[Ms. Meloy-Burchfield announced that only two agencies (Gatesman Agency and Mighty Group, LLC) had expressed interest in being part of the Board's statewide marketing program. She noted that the Board should be aware of how much they are spending. She also emphasized that the Board must educate the chosen agency and brainstorm with them to better reach out to pivotal areas of Pennsylvania. There was discussion regarding the OSBX marketing campaign proposal.

Ms. Meloy-Burchfield offered to head a subcommittee regarding the matter. Chair Reeder and Mr. Casey volunteered to serve on the subcommittee. A tentative meeting with both Gatesman Agency and Mighty Group, LLC, on April 16, 2025 in Harrisburg was suggested.]

[Michele Meloy-Burchfield exited the meeting at 10:45 a.m.]

RESOLUTION NO. 2025 - 02-CREATION OF SUBCOMMITTEE

Motion by: Sean Casey

Second by: Laura Lacy

Passed: Unanimously.

Motion that the Board create a subcommittee to investigate the Gatesman Agency and Mighty Group LLC, and then subsequently report back with recommendations.

April 30, 2025 was suggested for a virtual follow-up meeting with both agencies.

DISCUSSION

There was further discussion regarding proposals received and general discussion of non-alcoholic and low alcohol beer.

The Board discussed the attendance at the Craft Brewers Conference and whether it would be efficient for the Board to spend money on attending rather than using that money for their own projects.

The Board went on to discuss projects which they decided were either not worth their time or allotted spending in terms of how worthwhile the project was, along with the Board's interest in it. The Board discarded 14 proposals.

Chair Reeder communicated, after the April 30, 2025 meeting, decisions would need to be made regarding from whom to solicit full proposals. Those whose concept papers are chosen would have the chance to have their proposals involved with the statewide marketing campaign. The Board decided to email applicants that their full proposals would have to be submitted by May 28, 2025. The chosen proposals will be decided at the next Board meeting on June 25, 2025.]

RESOLUTION NO. 2025 - 03-ELIMINATION OF CONCEPT PAPERS

Motion by: Laura Lacy

Second by: Sean Casey

Passed: Unanimously.

Motion that the Board would reject concept papers which were scored 63 or below and those applicants would be advised they would not be going to the next round.

Those proposals remaining would be advised they are still under consideration and a final decision on whether or not a full proposal would be requested will be made at the end of April.

[John Matter exited the meeting at 12:07 p.m.]

RESOLUTION NO. 2025 - 04-ADJOURNMENT

Motion by: Sean Casey

Second by: Laura Lacy

Passed: Unanimously.

To adjourn the meeting.

There being no further business, the Pennsylvania Malt and Brewed Beverage Industry Promotion Board Meeting adjourned at 12:09 p.m.

Respectfully Submitted:



Jacob Hill, March 26, 2025