

PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD
Minutes of the April 15, 2020 Board Meeting
Teleconference

Public notice of the April 15, 2020, Pennsylvania Malt and Brewed Beverage Industry Promotion Board Meeting was given on April 7, 2020 as stipulated by the Sunshine Law.

CALL TO ORDER/REVIEW PROCEDURES

William Brock, Chairman, called the teleconference meeting to order at 10:04 a.m. Board members in attendance included Jeffrey Reeder, Christian T. Lampe, Sean C. Casey, and Frank Pistella.

Board member Michele Meloy Burchfield was not present.

Also in attendance was Patrick Andrews, Division Chief, Agriculture Marketing Development Division, Department of Agriculture; Laura England, Bureau Director, Department of Agriculture; Char Riley, Administrative Assistant, Commodities and Marketing, Department of Agriculture; Cheryl Cook, Deputy Secretary for Market Development, Department of Agriculture; and Chris Hall, Esquire.

APPROVAL OF MINUTES

Chairman Brock reviewed the Minutes of the February 28, 2020 meeting. A correction to the Minutes was discussed.

APPROVAL OF MINUTES

RESOLUTION NO. 2020-01-APPROVAL OF MINUTES

Motion by: Sean C. Casey

Second by: Frank Pistella

Passed: Unanimously.

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

EVALUATION REPORTS

Patrick Andrews stated Michele Meloy Burchfield submitted a report, and he was awaiting a report from Sean Casey. He noted discussion will resume with the PLCB with regard to creating a grant for the work for both the Wine and Beer Boards after the state gets back to normal. Mr. Andrews noted a special projects person at the department, who was currently reviewing, and will organize a summary of the Round Two progress reports for the Board's review. Chairman Brock forwarded an email to Mr. Reeder regarding the matter. There was further discussion regarding the matter.

Ms. Riley asked Board members to return the original forms sent out last September in order to be placed in the new format.

Mr. Patrick discussed the process going forward. He noted the final document would come back to the Board for approval before submission.

Mr. Reeder and Mr. Casey will soon submit their reports.

COVID-19

Chairman Brock discussed whether or not there was anything the Beer Board could do with grant money that was not already being done in response to the current crisis over and above the efforts of the state and federal government. Mr. Lampe suggested rolling the money over into a study of the future of the industry. There was discussion regarding changes that will occur, including the closing of businesses. It was noted that most major events through August had been cancelled, which would have a huge impact on draft. Lack of sufficient staff was noted. Barrel sales were discussed.

Mr. Andrews noted inquiries regarding extensions for grants or changes due to COVID-19. He suggested setting up some communication between Board members and the PLCB regarding this matter.

Sending an emailed questionnaire to all projects was suggested to investigate the effects of the COVID-19 on the grants. There was further discussion with regard to whether or not to involve PLCB in the survey information.

Ms. England commented the PA Tourism Office would be conducting a webinar to provide an update of their future plans. Funding concerns with regard to travel and conventions were discussed.

FUTURE OF BEER GRANTS

Chairman Brock discussed rearranging priorities once the full impact of the COVID-19 crisis was realized. Mr. Casey suggested the Board table the concept paper and plan for another evaluation process down the road. Mr. Andrews suggested any idea to changed the deadline schedule should be discussed with PLCB. There was further discussion regarding the matter. A summary would be provided to Mr. Andrews as to how to approach the PLCB with regard to this matter.

NEW BUSINESS

Ms. Riley indicated the Board was scheduled to review the concept papers at its next meeting on May 13, 2020. Mr. Andrews stated a 24-hour Sunshine Notice can be posted if any additional meetings are necessary. He noted a non-voting Executive Session could also be held for continued discussion.

PUBLIC COMMENT

Mr. Hall discussed his communications with PLCB and being practical about response to the pandemic. PLCB has postponed indefinitely a number of deadlines for licensees. He explained there was a good possibility that the PLCB would be generous with regard to deadlines and the Board was early in the process as far as wanting discussions.

There was discussion regarding the possibility of the Board holding a Zoom meeting. Mr. Andrews commented that both could not be supported; Skype is the product. Board members agreed to try Skype at the next meeting.

ADJOURN

RESOLUTION NO. 2020-02-ADJOURNMENT

Motion by: Christian T. Lampe

Second by: Frank Pistella

Passed: Unanimously.

To adjourn the April 15, 2020 meeting.

Respectfully Submitted:

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

Patrick Troy, April 15, 2020