

# PA Malt and Brewed Beverage Industry Promotion Board Meeting

**October 30, 2025 - 9:00 a.m. – 12:00 p.m.**

Pennsylvania Department of Agriculture  
2301 North Cameron St  
Room 202  
Harrisburg, PA 17110

## Agenda

|            |                                                                            |                                                 |
|------------|----------------------------------------------------------------------------|-------------------------------------------------|
| 9:00 a.m.  | <b>Call to Order</b>                                                       | Jeffrey Reader,<br>Chair                        |
| 9:05 a.m.  | <b>Approval of Minutes – July 1, 2025 and July 17, 2025</b>                | Board                                           |
| 9:10 a.m.  | <b>Administrative Updates at PDA</b>                                       | Tracy Barone,<br>Karen Powell, PDA<br>and Chair |
| 9:20 a.m.  | <b>Election of Officers</b>                                                | Michael Keefe,<br>PDA and Chair                 |
| 9:30 a.m.  | <b>Schedule 2026 Meetings</b>                                              | Board                                           |
| 9:40 a.m.  | <b>Review Status of General Assembly Reports</b>                           | Michael Keefe,<br>PDA and Board                 |
| 9:50 a.m.  | <b>Review 2027 RFP Timeline and Priorities</b>                             | Board                                           |
| 10:30 a.m. | <b>Presentation from Gatesman on Proposed Statewide Marketing Campaign</b> | Gatesman Agency,<br>and Board                   |
| 11:30 a.m. | <b>Discuss the Statewide Marketing Campaign presentation</b>               | Board                                           |
| 11:40 a.m. | <b>Other Business</b>                                                      | Board                                           |
| 11:50 a.m. | <b>Public Comment</b>                                                      | Public and Board                                |
| 12:00 p.m. | <b>Adjourn</b>                                                             | Chair                                           |