

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**MEETING MINUTES**

**WEDNESDAY, JULY 17, 2019**

**NORTHWEST OFFICE BUILDING, CONFERENCE ROOM 117, HARRISBURG, PA**

Tim Holden, Chairman  
Mike Negra, Board Member  
Mary Isenhour, Board Member  
Charlie Mooney, Executive Director  
John Stark, Board Secretary

[Office of Chief Counsel](#)  
[Bureau of Licensing](#)  
[Bureau of Human Resources](#)  
[Bureau of Accounting & Purchasing](#)

[Office of Retail Operations](#)  
[Bureau of Product Selection](#)  
[Financial Report](#)  
[Other Issues](#)

**PUBLIC MEETING – 11:00 A.M**

Board Secretary John K. Stark indicated that a quorum of the Board was present and Chairman Holden called the meeting to order.

**CALL TO ORDER** ..... *Chairman Holden*

Pledge of Allegiance to the Flag – Lori Motter – Executive Director’s Office

**OLD BUSINESS**.....*Secretary Stark*

A. Motion to approve the previous Board Meeting Minutes of the June 26, 2019 meeting.

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Previous Board Minutes.

**PUBLIC COMMENT ON AGENDA ITEMS**

There was no public comment on the printed agenda items.

**NEW BUSINESS**

*From the Office of Chief Counsel* ..... *Rodrigo Diaz, Chief Counsel*

(1) **HMAC Venue, LLC**  
1110 North 3rd Street  
Harrisburg, Pennsylvania 17102-2018  
Restaurant Liquor License No. R-4643  
LID 98407

Request to Hire Former Employee

Note: Board Minutes are not officially approved until all required signatures are affixed.

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Transferee's Request to Hire Certain Former Employees of Transferor and to Permit John Traynor to Work Under Contract for the Property Owner as Creative Director/Design Consultant.

**(2) Adoption of Revised Advisory Notice No. 10 (8<sup>th</sup> Revision)** Trade Practices

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

Chief Counsel Rodrigo Diaz indicated that the Advisory Notice in question was revised recently but that additional revisions regarding certain trade practices have been recommended. This revision will provide clarification with regard to the giving of items from manufacturers to other licensees and potential problems with advertising novelties and on-premises tasting. Clarification regarding things of value is also provided within the revised Notice. Board Member Negra suggested that the revision represents an instance of the agency responding to the alcohol industry and Executive Director Charles Mooney affirmed that quarterly meetings with industry representatives are held.

**Board Decision:** Unanimously agreed (3-0 vote) to Approve the Adoption of Revised Advisory Notice No. 10 (8<sup>th</sup> Revision).

*From the Bureau of Licensing ..... Tisha Albert, Director of Regulatory Affairs  
Barbara Peifer, Director, Bureau of Licensing*

**(1) The Candle Bar Stores, LLC** Double Transfer & Requests for  
**t/a Candle Bar** Interior Connections with  
R-2638 (LID No. 97693) Another Business & to Conduct  
1733 Chestnut Street Another Business on the  
Philadelphia, Philadelphia County Licensed Premises – Restaurant

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Transfer and Request for Interior Connections with Another Business and to Conduct Another Business on the Licensed Premises.

Note: Board Minutes are not officially approved until all required signatures are affixed.

- (2) **FFBS, Inc.** New – Economic Development  
**t/a DoGoods Tavern** Restaurant  
(LID No. 93664) Case No. 19-9017  
2 East Main Avenue  
Myerstown, Lebanon County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve New Application.

- (3) **Lost Tavern Brewing, LLC** Additional Brewery Storage  
(LID No. 97865) Location & Request for an Interior  
782 Main Street Connection with Another  
Hellertown, Northampton County Business – Brewery Storage

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Additional Brewery Storage Location and Request for Interior Connections with Another Business.

- (4) **SPBW, LLC** Double Transfer & Request for  
**t/a Sweet Pea's #8** Interior Connections with  
R-7756 (LID No. 97555) Another Business - Restaurant  
301 North Main Street  
Masontown, Fayette County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Transfer and Request for Interior Connections with Another Business.

- (5) **Saleme Investment Company** Extension of License & Requests  
R-19967 (LID No. 92920) to Delete a Licensed Area & for  
4998 Milford Road Interior Connections with  
Middle Smithfield Township Another Business - Restaurant  
East Stroudsburg, Monroe County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Extension of License, Deletion of Licensed Area, and Request for Interior Connections with Another Business.

Note: Board Minutes are not officially approved until all required signatures are affixed.

- (6) **Shreeji Krupa Beverage, LLC**  
**t/a Plymouth Beer Store**  
R-18025 (LID No. 85616)  
241A West Main Street  
Plymouth, Luzerne County
- Request for Interior Connections  
with Another Business –  
Restaurant

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Request for Interior Connections with Another Business.

- (7) **Souderton Food Services, LLC**  
(LID No. 91871) Case No. 19-9021  
Souderton Development  
600 Block of East Broad Street  
Souderton, Montgomery County
- Request for Hearing After  
Administrative Cancellation –  
New – Economic Development  
Restaurant

**Motion Made:** Board Member Negra  
**Seconded:**

**Board Decision:** Hold for Conditional Licensing Agreement.

- (8) **Speedway, LLC**  
**t/a Speedway #2905**  
R-9140 (LID No. 94675) Case No. 19-9025  
303 Hulton Road  
Oakmont, Allegheny County
- “Intermunicipal” Double  
Transfer & Request for Interior  
Connections with Another  
Business - Restaurant

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

Chairman Holden asked if there was anyone present from Speedway, LLC. Applicant’s Attorney Mark Kozar stood up and requested that the Board approve this application. Attorney Kozar stated that the evidence presented at the hearing for this case demonstrates that those who protested the license transfer would not be subject to any harm as a result of its approval. Chairman Holden subsequently indicated that while Mr. Kozar’s comments would be noted on the record, with his vote taken into account, the Board would reach a unanimous decision and that the transfer would be refused.

**Board Decision:** Unanimously agreed (3-0 vote) to Refuse Transfer and Request for Interior Connections with Another Business.

Note: Board Minutes are not officially approved until all required signatures are affixed.

- (9) **Turkey Hill, LP**  
**t/a Turkey Hill Minit Market #296**  
R-36430 (LID No. 88182)  
7601 Allentown Boulevard  
West Hanover Township  
Harrisburg, Dauphin County
- Extension of License &  
Request for Interior Connections  
with Another Business –  
Restaurant

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Extension of License and Request for Interior Connections with Another Business.

- (10) **Twisted Vine Beverage Co., LLC**  
**t/a Twisted Vine**  
LK-41135 (LID No. 96504)  
13106 Route 948  
Highland Township  
Kane, Elk County
- Limited Winery Additional  
Board-Approved Location &  
Request for Interior Connections  
with Another Business – Limited  
Winery

BAL Location: Walmart  
100 Chippewa Town Center  
Beaver Falls, Beaver County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Limited Winery Additional Board-Approved Location and Request for Interior Connections with Another Business.

- (11) **Twisted Vine Beverage Co., LLC**  
**t/a Twisted Vine**  
LK-41135 (LID No. 96504)  
13106 Route 948  
Highland Township  
Kane, Elk County
- Limited Winery Additional  
Board-Approved Location &  
Request for Interior Connections  
with Another Business – Limited  
Winery

BAL Location: Walmart  
16086 Conneaut Lake Road  
Meadville, Crawford County

Note: Board Minutes are not officially approved until all required signatures are affixed.

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Limited Winery Additional Board-Approved Location and Request for Interior Connections with Another Business.

**(12) Twisted Vine Beverage Co., LLC**  
**t/a Twisted Vine**  
LK-41135 (LID No. 96504)  
13106 Route 948  
Highland Township  
Kane, Elk County

Limited Winery Additional Board-Approved Location & Requests for Interior Connections with Another Business & Dual Employment – Limited Winery

BAL Location: Walmart  
2711 East 28<sup>th</sup> Street  
Erie, Erie County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Limited Winery Additional Board-Approved Location and Request for Interior Connections with Another Business and Dual Employment.

**(13) Twisted Vine Beverage Co., LLC**  
**t/a Twisted Vine**  
LK-41135 (LID No. 96504)  
13106 Route 948  
Highland Township  
Kane, Elk County

Limited Winery Additional Board-Approved Location & Request for Interior Connections with Another Business – Limited Winery

BAL Location: Walmart  
100 Colony Lane  
Latrobe, Westmoreland County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Limited Winery Additional Board-Approved Location and Request for Interior Connections with Another Business.

Note: Board Minutes are not officially approved until all required signatures are affixed.

- (14) **Vista Fuels, LLC** Extension of License &  
R-15735 (LID No. 91622) Request for Interior Connections  
225 South Best Avenue with Another Business –  
Walnutport, Northampton County Restaurant

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Extension of License and Request for Interior Connections with Another Business.

- (15) **7 Huntingdon, Inc.** Conditional Licensing  
R-2609 (LID No. 64697) Case No. 2018-64697 Agreement  
7 Huntingdon Pike Renewal – District 4  
Rockledge, Montgomery County

**HOLD – 6/26/19 SESSION**

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with New Conditional Licensing Agreement.

- (16) **201 Enola Enterprises, Inc.** Conditional Licensing  
R-12781 (LID No. 64809) Case No. 2019-64809 Agreement  
201 Enola Road Renewal – District 1  
East Pennsboro Township  
Enola, Cumberland County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with New Conditional Licensing Agreement.

- (17) **Cobb’s Spikes, Inc.** Conditional Licensing  
R-7536 (LID No. 64197) Case No. 2018-64197 Agreement  
3517 Cottman Avenue Renewal – District 10  
Philadelphia, Philadelphia County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with Conditional Licensing Agreement.

Note: Board Minutes are not officially approved until all required signatures are affixed.

**(18) Fraternal Association of Joseph Pilsudski** Renewal – District 10  
CC-2764 (LID No. 3339) Case No. 2018-3339  
718 Adams Avenue & 716-718 Adams Avenue, Lower  
Level  
Philadelphia, Philadelphia County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with Existing Conditional Licensing Agreement.

**(19) Germantown Nest No. 1624 Order of Owls** Renewal – District 10  
CC-1820 (LID No. 1085) Case No. 2018-1085  
1712 Walnut Street, 2<sup>nd</sup> Floor, P. O. Box 30391  
Philadelphia, Philadelphia County

**Motion Made:** Board Member Negra  
**Seconded:**

**Board Decision:** Hold for Conditional Licensing Agreement.

**(20) HAVSHO, Inc.** Renewal – District 1  
**t/a The Beer Barn of Lewisburg**  
D-2989 (LID No. 4864) Case No. 2019-4864  
227 North Derr Drive  
East Buffalo Township  
Lewisburg, Union County

**Motion Made:** Board Member Negra  
**Seconded:**

**Board Decision:** Hold for Conditional Licensing Agreement.

**(21) JJ Beer, LLC** Conditional Licensing Agreement  
D-2982 (LID No. 67515) Case No. 2018-67515 Renewal – District 4  
240 South Easton Road  
Cheltenham Township  
Glenside, Montgomery County **HOLD – 6/26/19 SESSION**

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with Conditional Licensing Agreement.



Note: Board Minutes are not officially approved until all required signatures are affixed.

- (22) **Kevin Konieczny, Inc.** Renewal – District 10  
R-1941 (LID No. 37274) Case No. 2018-37274  
5136 Torresdale Avenue  
Philadelphia, Philadelphia County

**Motion Made:** Board Member Negra  
**Seconded:**

**Board Decision:** Hold for Conditional Licensing Agreement (Offer-in-Compromise).

- (23) **L.F.C. Incorporated** Renewal – District 10  
R-12516 (LID No. 15584) Case No. 2018-15584  
4043 Lancaster Avenue  
Philadelphia, Philadelphia County

**Motion Made:** Board Member Negra  
**Seconded:**

**Board Decision:** Hold for Amended Conditional Licensing Agreement (Offer-in-Compromise).

- (24) **O’Neil’s Bar & Grill, Inc.** Renewal & Amusement Permit – District 6  
R-13309 (LID No. 69213) Case No. 2018-69213  
406 Deer Lane  
Rochester, Beaver County **HOLD – 5/1/19 SESSION**

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

Chairman Holden asked if there was anyone present from O’Neil’s Bar & Grill, Inc. There was no response.

**Board Decision:** Unanimously agreed (3-0 vote) to Refuse Renewal of liquor license and Amusement Permit.

- (25) **Quirk & Owen, Inc.** Renewal – District 10  
**t/a Sean Thorton’s**  
R-8114 (LID No. 53159) Case No. 2018-53159  
2401 East Allegheny Avenue  
Philadelphia, Philadelphia County

**Motion Made:** Board Member Negra  
**Seconded:**

**Board Decision:** Hold for Conditional Licensing Agreement.

Note: Board Minutes are not officially approved until all required signatures are affixed.

- (26) **S & G 180, Inc.** Renewal – District 10  
R-948 (LID No. 9703) Case No. 2018-9703  
1640 West Wingohocking Street  
Philadelphia, Philadelphia County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal.

- (27) **St. George & Mary, Inc.** Renewal – District 1  
R-19383 (LID No. 55873) Case No. 2019-55873  
5327 East Trindle Road  
Hampden Township  
Mechanicsburg, Cumberland County

**Motion Made:** Board Member Negra  
**Seconded:**

**Board Decision:** Hold for Conditional Licensing Agreement.

- (28) **Saints & Mary, Inc.** Renewal – District 1  
**t/a Enola Bar & Grill**  
R-12081 (LID No. 69574) Case No. 2019-69574  
325 North Enola Road  
East Pennsboro Township  
Enola, Cumberland County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal.

- (29) **Yong's Place, Inc.** Renewal – District 10  
R-14561 (LID No. 24220) Case No. 2018-24220  
5937-5939 Market Street  
Philadelphia, Philadelphia County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

Chairman Holden asked if there was anyone present from Yong's Place, Inc. There was no response.

**Board Decision:** Unanimously agreed (3-0 vote) to Refuse Renewal.

Note: Board Minutes are not officially approved until all required signatures are affixed.

*From the Bureau of Human Resources ..... Jason Lutcavage, Director of Administration  
Jennifer Haas, Director, Bureau of Human Resources*

Personnel Actions

There were 11 personnel actions presented for consideration.

- (1) **Fatiem Denny – Affirm Removal**
- (2) **Katherine Gibson – Affirm Removal**
- (3) **Holly Huth – Removal**
- (4) **Anthony Morrison - Removal**
- (5) **Brydia Pigford – Rescind Removal**
- (6) **Dana Rivera – Affirm Removal**
- (7) **Adrian Sinko – Removal**
- (8) **Sherry Sobansky – Affirm Removal**
- (9) **Rachel Tillmon – Affirm Removal**
- (10) **Heather Wahl - Removal**
- (11) **Thomas Williams – Removal**

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve all Personnel Actions.

*From the Bureau of Accounting & Purchasing ..... Michael Demko, Director of Finance  
Koppolu Ravindraraj, Director, Bureau of Accounting & Purchasing  
Mike Freeman, Director, Bureau of Financial Management & Analysis*

Procurement Actions:

- (1) **Hearing Examiner Services Renewal** – Represent the Board in the capacity of a hearing examiner for administrative hearings conducted in the Commonwealth of Pennsylvania regarding matters which the Board shall adjudicate as required.

Procured via PO 63016890 Option Year Two – **VENDOR: John A. Mulroy Esq.** – **TERM: One year – \$150,000.00 estimated cost.**

Note: Board Minutes are not officially approved until all required signatures are affixed.

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Accept the Procurement Action.

Inter-Agency Charges:

- (1) **Department of General Services (DGS) Property Costs (JOB 7)** – Billing of \$108,320.75 for the PLCB’s estimated FY 2018-19 Q3 share of Commonwealth property costs for the Capital complex. This billing includes costs for the Northwest Office Building (NWOB) electricity charges, which are paid directly by DGS, as well as prorated portions of the expenses for Capital Police services, City of Harrisburg Fire Protection and DGS’s maintenance costs.
- (2) **Office of Administration – Office of Information Technology (OA-OIT) CUPSS Charge** – CUPSS (Commonwealth User Provisioning Self-Service) billing of \$51,870.00 for FY 2018-19 to reimburse OA-OIT for the cost to manage the network (CWOPA) and email (Exchange) accounts.

The Bureau of Financial Management and Analysis has reviewed these charges and determined that they are reasonable based on billing methodology and previous experience.

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve all Inter-Agency Charges.

*From the Office of Retail Operations..... Carl Jolly, Director of Retail Operations*

1. **#5108 – 3250 North Broad Street, Philadelphia Amendment**
2. **#6102 – 541 Allegheny Boulevard, Franklin Amendment**
3. **#06XX – Town Square Plaza, 4300 North 5<sup>th</sup> Street Highway, Temple New Store (relocation of #0619 Reading)**

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve all Retail Operations Actions.

Note: Board Minutes are not officially approved until all required signatures are affixed.

*From the Bureau of Product Selection .....Dale Horst, Director of Marketing & Merchandising  
Tom Bowman, Director, Bureau of Product Selection*

**1. Regular New Items Accepted**

<u>BRAND NAME AND SIZE</u>	<u>REASON</u>
<b><u>Capital Wine and Spirits Inc</u></b>	
Farmhouse Red 750 ML	1, 5
Francis Ford Coppola Diamond Oregon Pinot Noir 750 ML	2, 3
Predator Six Spot Red Blend 750 ML	4, 5
<b><u>C Jacquin ET CIE Inc</u></b>	
Jacquins Special Reserve Apple Flavored Brandy 750 ML	13
Typhoon VSOP Spiced Rum 750 ML	13
<b><u>Constellation Brands Inc</u></b>	
Robert Mondavi Private Selection Merlot Aged In Rum Barrels 750 ML	3
Robert Mondavi Woodbridge Rose 748 ML	3
Robert Mondavi Woodbridge Rose 750 ML	3
<b><u>Diageo North America</u></b>	
Buchanan’s 12 Year Old Scotch 375 ML	3
Don Julio Blanco Tequila 1.75 L	3
Seagram’s Seven Crown Apple Whiskey 750 ML	3
<b><u>Heaven Hill Brands</u></b>	
Evan Williams Apple Flavored Whiskey 750 ML	3
Bernheim Original Wheat Whiskey 750 ML	6
<b><u>Jackson Family Fine Wines</u></b>	
Kendall Jackson Vintner’s Reserve Rose 750 ML	2, 3
<b><u>MHW LTD</u></b>	
Bols Elderflower Liqueur 750 ML	2, 12
<b><u>Majestic Wine and Spirits</u></b>	
Ryder Estate Pinot Noir 750 ML	18
<b><u>North Wales Wines</u></b>	
Barefoot Cellars Chardonnay 500 ML	3
Barefoot Cellars Moscato 500 ML	3
Barefoot Cellars Pinot Grigio 500 ML	3
Barefoot Cellars Rose 500 ML	3
Gallo Family Vineyards Sweet Apple 1.5 L	3
Gallo Family Vineyards Sweet Berry 1.5 L	3
Gallo Family Vineyards Sweet Grape 1.5 L	3

Note: Board Minutes are not officially approved until all required signatures are affixed.

Gallo Family Vineyards Sweet Grapefruit Rose 1.5 L	3
Gallo Family Vineyards Sweet Peach 1.5 L	3
Gallo Family Vineyards Sweet Pineapple 1.5 L	3

**Proximo Spirits Inc**

1800 Silver Tequila 1 L	18
Jose Cuervo Especial Silver Tequila 1 L	18
Proper No Twelve Irish Whiskey 1 L	18

**Sazerac Company Inc**

Torada Triple Sec 1 L	18
-----------------------	----

**Southern Wine Spirits PA**

Argyle Reserve Pinot Noir 750 ML	3
Conundrum Rose 750 ML	2, 4
Conundrum Sparkling Rose 750 ML	2, 4
Ferrari Carano Siena 750 ML	3
Lange Winery Pinot Noir Classique Willamette Valley 750 ML	2, 4

**Treasury Wine Estates**

19 Crimes Sauvignon Blanc 750 ML	2, 3
Beringer Bros. Bourbon Barrel Aged Red Blend 750 ML	3
Beringer Bros. Bourbon Barrel Chardonnay 750 ML	10

**The Wine Group**

Cupcake Vineyards Butterkissed Chardonnay 750 ML	2, 3
Imagery Chardonnay 750 ML	2, 3

**William Grant and Sons Inc**

Sailor Jerry Savage Apple Spiced Rum 750 ML	2, 3
---	------

RECOMMENDED ACTION: We recommend the Board approve this action

**2. Regular New Items Accepted Revision**

<b><u>BRAND NAME AND SIZE</u></b>	<b><u>REASON</u></b>
<b>RETAIL PRICE</b>	
<b><u>CBL Wine Company LLC</u></b>	
Fuyu Japanese Blended Whisky 750 ML	5

**Note: Went to Board on 6-26-19 with the wrong retail**

RECOMMENDED ACTION: We recommend the Board approve this action

Note: Board Minutes are not officially approved until all required signatures are affixed.

### 3. Regular PA Preferred New Items Accepted

<u>BRAND NAME AND SIZE</u>	<u>REASON</u>
<u>Philadelphia Distilling</u> Vigo Amaro Original Herbal Liqueur 750 ML	16
<u>The Dandelion Winery Inc</u> The Dandelion Winery Inc Old World Style Dandelion Wine 750 ML	17
<u>The Winery at Wilcox Inc</u> Elk Country Blush 750 ML	17

RECOMMENDED ACTION: We recommend the Board approve this action

#### New Items – Recommended Listings Reason Codes

1. Strong marketing support
2. High brand recognition
3. Line/Size extension of successful brand
4. Trade up opportunity
5. Growing category
6. Growing segment
7. National rollout
8. Niche item / Limited distribution
9. High dollar profit potential
10. Trade out
11. High quality for the value
12. Innovative product/flavor
13. High sales through other PLCB channels (Luxury, Online, SLO)
14. Underrepresented category/segment
15. Hole in selection – consumer/store requests
16. PA Spirits
17. PA Wines
18. Licensee only
19. Probationary listing

### 4. Regular Recommended Delist

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>
<u>Bacardi USA Inc</u> Bacardi Oakheart Spiced Rum 750 ML	3749
<u>Capital Wine and Spirits</u> Francis Ford Coppola Vendetta 750 ML	9888
<u>Constellation Wines U S</u> HRM Rex Goliath Cabernet Sauvignon California 750 ML	9229
HRM Rex Goliath Merlot California 750 ML	3253

Note: Board Minutes are not officially approved until all required signatures are affixed.

Ravens Wood Vintners Blend Petite Sirah California 750 ML 4165  
Ravens Wood Vintners Blend Shiraz California 750 ML 9949

**Jackson Family Fine Wines**

Kendall Jackson Syrah Vintner's Reserve Santa Barbara County 5029  
750 ML

**Kobrand Corp**

Grappa Di Sassicaia Brandy 375 ML 6688

**North Wales Wines**

Alamos Chardonnay Mendoza 750 ML 5983  
Dark Horse Zinfandel 750 ML 2120  
MacMurray Estate Vineyards Chardonnay Russian River Valley 9035  
750 ML  
Naked Grape Pinot Grigio California 750 ML 3594

**Palm Bay Imports Inc**

Porta Vita Bianco 1.5 L 6041  
Porta Vita Rosato 1.5 L 6043  
Porta Vita Rosso 1.5 L 6044

**Treasury Wine Estates**

Beringer Main and Vine White Zinfandel PVS 750 ML 4801  
Gentleman's Collection Forgo Frills Red Blend 750 ML 1197

EFFECTIVE DATE: The transference to closeout will become effective August 17, 2019

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve all Bureau of Product Selection/Marketing Actions.

**FINANCIAL REPORT** ..... *Michael J. Burns, Comptroller Operations, Office of Budget*

None.



Note: Board Minutes are not officially approved until all required signatures are affixed.

**OTHER ISSUES**

*Pennsylvania Wine Marketing and Research Board.....Elizabeth Brassell,  
Director of Policy and Communications*

Act 39 of 2016 expanded the Pennsylvania Wine Marketing and Research Board and authorized the PLCB to approve up to \$1 million annually for development and marketing of the Pennsylvania wine industry. The Pennsylvania Wine Marketing & Research Board, through the Department of Agriculture, has recommended nine grants totaling \$1 million for PLCB approval. The grant projects are intended to enhance the Pennsylvania wine industry and increase production of Pennsylvania-made wines.

Elizabeth Brassell, Director of Policy and Communications, explained that this is the fourth round of wine grants. The nine grants for this cycle include one marketing grant for the Pennsylvania Winery Association, seven agricultural grants for The Pennsylvania State University College of Agricultural Sciences, and one grant for Saint Joseph’s University to conduct consumer market research. Ms. Brassell indicated that the PLCB is working with the Department of Agriculture to streamline the grant process and execute contracts. In response to a concern expressed by Board Member Negra regarding accountability, Ms. Brassell reported that the PLCB will take ownership of contract execution and the invoice process.

Grant Project	Grantee	Grant Amount
<i>Pennsylvania Wine Land Statewide Marketing &amp; Promotions:</i> Continuation and new investments in the Pennsylvania Wine Land consumer marketing campaign, development of a new PA Wines Guide and sustaining investment in Pennsylvania Wine Trails grants.	PA Winery Association	\$422,082
<i>Defining Regional Typicity of Gruner Veltliner Wines:</i> Continuation of a multi-year project aiming to characterize the environmental, viticultural, and sensory factors that define signature characteristics of Grüner Veltliner wines and develop marketing strategies to appeal to current and potential Grüner Veltliner drinkers, extending field and wine evaluations to the 2019 vintage.	The Pennsylvania State University College of Agricultural Sciences	\$124,849
<i>Improving Tannin Extraction in Wines Made from Red Interspecific Hybrid (Vitis ssp.) Grapes:</i> Proof of concept trials and winemaking exploring enzyme concentrations and combinations, as well as pre-fermentation maceration conditions, in order to enhance the tannin structure of wines made from red hybrid grapes, thereby improving the quality and stability of such wines.	The Pennsylvania State University College of Agricultural Sciences	\$89,782

Note: Board Minutes are not officially approved until all required signatures are affixed.

<p><i>Consumer Attitudes and Purchasing Behaviors Toward PA Wines, Wineries, and Retail Wine Marketing Programs:</i> Comprehensive, four-step consumer market research study blending a review of secondary data, focus groups, graduate study taste comparisons between Pennsylvania wines and wines from elsewhere, and an online survey of hundreds of Pennsylvania residents to analyze and understand the characteristics and motivations of Pennsylvania wine consumers.</p>	<p><b>Saint Joseph's University</b></p>	<p>\$89,110</p>
<p><i>Boosting Polyfunctional Thiols and Other Aroma Compounds in White Hybrid Wines Through Foliar Nitrogen and Sulfur Application:</i> Continuation of a multi-year study evaluating the impact of foliar nitrogen and sulfur spraying as potentially low-cost viticultural practices to improve quality and profitability of white hybrid cultivar Traminette.</p>	<p>The Pennsylvania State University College of Agricultural Sciences</p>	<p>\$80,828</p>
<p><i>What do Consumers Look for in PA Wines? A Mixed-Methods Approach to Study the Importance of Regionality and Hybrid Grapes:</i> A study of consumer perception of Pennsylvania-grown wines, with a focus on the importance of regionality and attitudes toward hybrid wines, utilizing consumer focus groups and a product categorization exercise among Pennsylvania wine consumers.</p>	<p>The Pennsylvania State University College of Agricultural Sciences</p>	<p>\$63,286</p>
<p><i>Survey for Grapevine Leafroll Viruses in Pennsylvania:</i> Expansion of research into viruses infecting grapevines and negatively impacting fruit and wine quality from two vineyards to six vineyards, continuing to explore how the viruses spread and what impacts the viruses have on grapevine productivity and fruit quality under different seasonal weather conditions.</p>	<p>The Pennsylvania State University College of Agricultural Sciences</p>	<p>\$46,801</p>
<p><i>Does Delaying Bud Burst Reduce the Risk of Frost Damage While Maintaining Grape and Wine Quality?</i> Year three of this research comparing the effectiveness of two frost avoidance strategies (application of Amigo oil, a food grade vegetable oil-based adjuvant, versus delayed winter pruning) on delaying the onset of budburst in order to avoid crop losses and delays in fruit ripening caused by post-budburst</p>	<p>The Pennsylvania State University College of Agricultural Sciences</p>	<p>\$42,152</p>

Note: Board Minutes are not officially approved until all required signatures are affixed.

<i>Evaluating the Impact of Under-Trellis Groundcover Practices on Winegrape Production Profitability and Sustainability:</i> Continuation of research into a sustainable weed suppression alternative to herbicides exploring if the alternative practices are sustainable, which strategies lead to the highest-quality grapes, and whether consumers are receptive to higher prices for wine produced using environmentally friendly practices.	The Pennsylvania State University College of Agricultural Sciences	\$41,110
--	--	----------

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Isenhour

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Nine Grants Totaling One Million Dollars.

#### **CITIZEN COMMENT/BUSINESS FROM THE FLOOR**

None.

#### **NEXT BOARD MEETING**

**The next meeting of the PLCB will be a formal meeting on Wednesday, July 31, 2019, beginning at 11:00 A.M. Prior to the public meeting, there will be an Executive Session to discuss matters of personnel and to engage in non-deliberative informational discussions, some of which are regarding actions and matters which have been approved at previous public meetings.**

#### **ADJOURNMENT**

On a motion by Board Member Negra, seconded by Board Member Isenhour, the meeting was adjourned.

The foregoing actions are hereby officially approved.

Note: Board Minutes are not officially approved until all required signatures are affixed.

---

Chairman

---

Member

---

Member

ATTEST:

---

Secretary