

PENNSYLVANIA LIQUOR CONTROL BOARD
MEETING MINUTES

WEDNESDAY DECEMBER 2, 2020
TELEPHONE CONFERENCE MEETING

Tim Holden, Chairman
Mike Negra, Board Member
Mary Isenhour, Board Member
Michael Demko, 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](#)

Notice: Anyone who wishes to comment on a printed agenda item prior to official action being taken must make that known to the Chairman or the Board Secretary in advance.

EXECUTIVE SESSION – 10:00 A.M.

Consideration of personnel matters and to engage in non-deliberative informational discussions regarding various actions and matters which have been approved at previous public meetings.

PUBLIC MEETING – 11:00 A.M.

CALL TO ORDER *Chairman Holden*

Pledge of Allegiance to the Flag

Chairman Holden made an opening statement thanking everyone for their continued cooperation and understanding as the PLCB is dealing with COVID-19 and the need to meet in this telephonic fashion. Chairman Holden reiterated the need for caution and stated that we still face a very serious health crisis. He also indicated that he is aware of at least ten individuals within his hometown who have tested positive for the virus, four of whom are now deceased.

OLD BUSINESS..... *Secretary Stark*

A. Motion to approve previous Board Meeting Minutes of the November 18, 2020 meeting.

Motion Made: Board Member Negra
Seconded: Board Member Isenhour

Board Decision: Unanimously agreed (3-0 vote) to approve previous Board Minutes.

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PUBLIC COMMENT ON AGENDA ITEMS

The Board has reserved 10 minutes for Public Comment on printed agenda items.

The teleconference moderator confirmed that there were no callers with comments.

NEW BUSINESS

From the Office of Chief CounselRodrigo Diaz, Chief Counsel

None

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

- (1) **Mosside Lounge, Inc.** Renewal – District 5
R-1199 (LID No. 25990) Case No. 2019-25990
2127 Mosside Boulevard
Monroeville, Allegheny County

Motion Made: Board Member Negra
Seconded: Board Member Isenhour

Board Decision: Hold for conditional licensing agreement.

*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) **Donna Davis – Removal**
- (2) **Joshua Decker - Removal**
- (3) **Bryan Frankowski – Removal**
- (4) **Osman Geronimo-Gomez – Removal**
- (5) **Luis Gonzalez-Morales - Removal**
- (6) **Emily Harris – Affirm Removal**

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- (7) **Selina Jackson - Removal**
- (8) **Janell Ortiz – Removal**
- (9) **Roseanne Seedes – Removal**
- (10) **Stacey Weaver – Affirm Removal**
- (11) **David Zimmerman – 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 & PurchasingMichael Demko, Director of Finance
 Koppolu Ravindraraj, Director, Bureau of Accounting & Purchasing
 Mike Freeman, Director, Bureau of Financial Management & Analysis*

Procurement Actions:

- (1) **Philadelphia Police Department Services Renewal** – Provide uniformed police officers, driving distinctively-marked Philadelphia Police Department patrol cars, to randomly drive by and enter specific PLCB Fine Wine & Good Spirits stores throughout Philadelphia on a daily basis in order to have a more effective and meaningful crime deterrent environment.

Procured via PO 63019484 Option Year One – **VENDOR: Philadelphia City** – TERM: One year for period 1/01/2021 through 12/31/2021 - **\$856,053.00 estimated cost.** No change in rate charges from last year’s rates.

Motion Made: Board Member Negra
Seconded: Board Member Isenhour

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

Inter-Agency Charges:

- (1) **Office of Comptroller Operations** – Net billing amount of \$921,664.08 for the first quarter of FY 2020-21 from the Office of Comptroller Operations, which includes a “true-up” credit of \$107,011.54 for FY 2019-20’s estimated fourth quarter billing. The billing for July, August and September services was \$1,028,675.62 which was \$69,784.24 (-6.4%) less than the billing for last year’s Q1 services.

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(2) Office of Administration – IT Shared Services – Billing of \$416,650.00 for the second quarter of FY 2020-21 for OA’s IT Enterprise Technology Essential Services. This billing is for enterprise-wide infrastructure, network, security, enterprise data center (EDC) and service desk costs. The LCB’s charge represents 0.7% of the total \$61.3M OA- IT Shared Services billing.

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. #4001 – Wilkes-Barre Twp. Marketplace, 2136 Wilkes-Barre Boulevard, Wilkes-Barre Amendment**

- 2. #5403 – 141 North Railroad Street, Tamaqua Amendment**

Motion Made: Board Member Negra
Seconded: Board Member Isenhour

Board Decision: Unanimously agreed (3-0 vote) to approve all Retail Operations actions.

From the Bureau of Product Selection/Marketing..... Tom Bowman, Director of Product Selection

VENDOR – ITEM NAME

BOARD ACTION REQUESTED

Various
Various
Various

1. Regular New Items Accepted
2. Regular PA New Items Accepted
3. Regular Recommended Delist

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1. Regular New Items Accepted

<u>BRAND NAME AND SIZE</u>	<u>REASON</u>
<u>Anheuser Busch LLC</u> Drinkworks Signature Series Chambord Royale 4x50 mL	3
<u>Capital Wine and Spirits</u> Freixenet Prosecco 750 mL	2, 3, 10, 19
<u>Legacy in a Glass</u> Moon Tree Moscato d Asti 750 mL	11, 19
<u>Majestic W S USA Inc</u> Santa Margherita Pinot Grigio 375 mL Vina Pomal Crianza Rioja 750 mL	2, 9, 19 10, 19
<u>North Wales Wines</u> Alamos Malbec Mendoza 375 mL	2, 9, 19

RECOMMENDED ACTION: We recommend the Board approve this action

2. Regular PA New Items Accepted

<u>BRAND NAME AND SIZE</u>	<u>REASON</u>
<u>Social Still</u> Sasquatch Vanilla Maple Bourbon 80 Proof 750 mL Tomboy Straight Bourbon Whiskey 84 Proof 750 mL	16 16

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

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- 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

3. Regular Recommended Delist

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>
<u>Capital Wine and Spirits</u>	
Freixenet Carta Nevada Cava Brut 750 mL	8781
<u>Majestic W S USA Inc</u>	
Day Owl Rose 375 mL Can	685
<u>Proximo Spirits Inc</u>	
Jose Cuervo Berry Punch Margarita Cocktail 20 Proof 1.75 L	35098
Jose Cuervo Red Sangria Margarita Cocktail 20 Proof 1.75 L	35097
Three Olives Fresh Watermelon Vodka 70 Proof 750 mL	2995
<u>Sutter Home Winery</u>	
Pomelo Rose California 375 mL Can	98162
Pomelo Sauvignon Blanc California 375 mL Can	98163

EFFECTIVE DATE: The transference to closeout will become effective January 3, 2021

Motion Made: Board Member Negra
Seconded: Board Member Isenhour

Board Decision: Unanimously agreed (3-0 vote) to approve all Product Selection actions.

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

None

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OTHER ISSUES

Employee Recognition – Retirement.....Chairman Tim Holden

Carl Jolly – Director of Retail Operations

Chairman Holden and Board Members Negra and Isenhour congratulated Carl Jolly for his retirement and thanked him for his many contributions to the agency over his 36 year career, starting as a part-time store clerk and culminating as Director of Retail Operations.

CITIZEN COMMENT/BUSINESS FROM THE FLOOR

Eric Epstein stated that he wished to discuss the Philadelphia Police Department services renewal agenda item. He inquired as to whether other agencies might have similar arrangements and whether such arrangements involving the PLCB exist in other regions. Additionally, he requested details pertaining to the Board’s justification of this expenditure.

Chairman Holden indicated that he was not aware of other agencies employing local police departments in a similar manner for the purpose of deterring crime. He explained that the PLCB’s level of exposure is perhaps greater than that of any other agency in Philadelphia considering the number of Fine Wine & Good Spirits stores located in the area and that the Board action pertaining to the agreement with the Philadelphia Police Department, which has existed for many years, was necessary to ensure the safety of PLCB employees as well as the public. After stating that the PLCB does not have similar agreements involving uniformed officers visiting stores at random times with other municipal police departments, Chairman Holden invited Chief Counsel Rodrigo Diaz to discuss the manner in which the system is evaluated to justify the expense.

Chief Counsel Diaz affirmed that Fine Wine & Good Spirits stores located in Philadelphia have historically been targets of criminal activity and that agreements with private security firms had been unsuccessful. Criminal activity, according to Chief Counsel Diaz, has diminished significantly since the PLCB contracted with the Philadelphia Police Department, thereby justifying renewal of the agreement. Since Mr. Epstein expressed interest in specific metrics associated with the manner in which the agreement has been deemed efficient as well as data pertaining to the effect of civil unrest over the summer which were not readily available, he provided his contact information so that he could be reached at a later time.

NEXT BOARD MEETING

The next meeting of the PLCB will be a formal meeting on Wednesday, December 16, 2020 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.

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ADJOURNMENT

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

The foregoing actions are hereby officially approved.

Chairman

Member

Member

ATTEST:

Secretary