

Nebraska Craft Brewery Board Annual Report 2017

For information contact:

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BOARD OF DIRECTORS

Nebraska Craft Brewery Board

Zachary Triemert Nebraska Craft Brewers Guild

Brickway Brewery

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Omaha, NE 68131

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C: (402) 213-5903

zac@drinkbrickway.com

Nathan Bell Nebraska Craft Brewers Guild

Kinkaid Brewing

79580 Road 445

Broken Bow, NE 68822

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nate@universalins.biz

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Eagle Distributing

13940 Eagle Run Dr

Omaha, NE 68164

W: (402) 721-0620

C: (402) 305-3700

bruce.nelsen@edi-bud.com

Andrew Fordham Associated Beverage Distributors of Nebraska

State Distribution Company

3830 Woods Blvd

Lincoln, NE 68502

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All board member terms expire on July 6, 2019.

VISION, MISSION GOALS AND OBJECTIVES

Nebraska Craft Brewery Board

Vision: Grow the agricultural diversity and economic development impact of the Nebraska brewing industry.

Mission: Work in collaboration towards a profitable, sustainable future that advances the interests of Nebraska’s growers, brewers, distributors, retailers and allied trade. Promote and market “Grow Local, Brew Local, Buy Local.” Support advocacy, business development, education and research that will enhance the economic condition of the agriculture and brewery industry in the state of Nebraska.

Goal	Objective	Action Steps
Organizational Development of Nebraska Craft Brewery Board	<p>Develop a strategic plan</p> <p>Organize, set NCBB goals and priorities for the next three years and establish time frames to for accomplishment</p> <p>Develop/implement action plan to establish/refine processes and procedures, public awareness and accomplishments that support and are consistent with strategic goals</p> <p>Identify duties and responsibilities of the NCBB</p> <p>Provide report and update of activities and accomplishments</p>	<ul style="list-style-type: none"> • Establish vision, mission and board goals • Establish objectives, action steps and prioritize • Identify metrics to measure success of the goals • Track projects, tasks, timelines, etc. • Create NCBB logo, brand and messaging • Market and promote the beer industry in Nebraska • Market and promote agricultural products and their byproducts grown and produced in Nebraska for use in the beer industry • Develop and maintain programs for the research and advancement of the beer brewing process. • Fund programs and experts in the field of beer brewing and business development • Create public benefit through the development of new job opportunities in Nebraska beer Industry • Establish a public forum for manufacturer or producer to discuss board policies and procedures • Keep minutes, books and records • Authorize/approve expenditure of funds collected

Goal	Objective	Action Steps
		<ul style="list-style-type: none"> • Serve as advisory panel to Nebraska Liquor Control Commission • Adopt and promote rules and regulations
Maintain and Enhance Financial Viability and Revenue of the Craft Brewery Board	<p>Develop financial plan</p> <p>Review and approve the fiscal reports</p> <p>Increase awareness; buy-in 100% of brewers</p> <p>75% of the funds granted/25% reserved</p> <p>Explore other funding sources</p>	<ul style="list-style-type: none"> • Publish an annual report on or before January 1 • Collect/compile reports for board-funded projects • Explore additional funding sources; and identify matching funds (i.e. grants; Hop Association, CBA, Distributors) • Analyze other state-based organizations/non-profit membership associations
Market and promote the beer industry in Nebraska.	Stimulate local economy development and tourism by highlighting Brewers and industry	<ul style="list-style-type: none"> • Develop Brewer Tourism strategy • Identify current brewers/growers, in clustered tourism areas • Explore existing marketing tools available • Develop and maintain website • Develop brand recognition for Nebraska beer • Create promotional materials, brochures, displays • Coordinated marketing and advertising campaigns that promote and highlight Nebraska craft brewer's talent and locally sourcing efforts • Advertise at tradeshow/festivals/brewery tours
Market, promote and diversify agricultural products and their byproducts	Stimulate local economy development and tourism by highlighting Growers and industry	<ul style="list-style-type: none"> • Develop grower tourism strategy • Identify current brewers/growers, in clustered tourism areas • Explore existing marketing tools available (NDA, SARE, partner with UNL) • Develop/maintain website; FAQ's for

Goal	Objective	Action Steps
grown and produced in Nebraska for use in the beer industry.	<p>Explore USDA tourism/value added agriculture grants</p> <p>Look into export opportunities</p> <p>Growers</p> <ul style="list-style-type: none"> • Yeast • Barley • Wheat • Hops • Honey • Fruit 	<p>growers</p> <ul style="list-style-type: none"> • Develop brand recognition for Nebraska growers • Create promotional materials, brochures, displays • Coordinated marketing and advertising campaigns that promote and highlight Nebraska craft brewer's talent and locally sourcing efforts • Advertise at tradeshow/festivals/harvest tours
Develop and maintain programs for the research and advancement of the beer brewing process.	<p>Improve quality, efficiency and profits through education and collaboration</p> <p>Fund research projects – share research with public</p> <p>Support Nebraska Brewer and Grower Conferences and Trade Shows</p>	<ul style="list-style-type: none"> • Support production research projects that build support and knowledge for brewing beer (i.e. workshops, classes, certification, etc.) • Research yeast development • Research hop variety development conducive to midwest growing region
Identify experts in the field of beer brewing and business development.	<p>Maintain and increase partnerships in the Industry. Build deeper insight and knowledge about supply chain</p> <p>Understand how each link affects the other</p> <ul style="list-style-type: none"> • Breeding Programs/Growers/Processing • Distribution • Breweries • Feedback/Forecast 	<ul style="list-style-type: none"> • Define industry needs/develop cost effective strategies to improve value/benefits to all members • Develop FAQ/Brochure for brewers and growers (entering the business, equipment needs, what to avoid, challenges, requirements, NLCC) • Identify mentors in the Nebraska and Midwest industry • Engage with UNL/Extension, NHGA, NCBG, NDA and other entities/organizations that impact Nebraska beer industry

Goal	Objective	Action Steps
	sting <ul style="list-style-type: none"> • Sales/Supply Management • Plan/procurement 	
Create public benefit through the development of new job opportunities in Nebraska beer industry	Job Creation: <ul style="list-style-type: none"> • Brewery production • Taproom/ restaurants • Distribution • Agriculture production • Processing production • Allied trade • Retailers 	

REQUEST FOR PROPOSALS



CRAFT BREWERY BOARD SEEKS GRANT PROPOSALS BY APRIL 30th DEADLINE

LINCOLN – Interested in the business of craft beer? The Nebraska Craft Brewery Board has grant funding available for projects that enhance the state’s hop and craft brewery industry. The deadline for submitting proposals is April 30.

The Craft Brewery Board has grant money available to fund innovative research, development and marketing projects related to the industry. Individual growers, industry organizations, state and local agencies, educational groups and other stakeholders are eligible and encouraged to apply.

In Nebraska, craft breweries are defined as small, independent breweries producing less than 20,000 barrels of beer per year. The demand for small-batch brews is driving the hop and craft brewery industry and helping producers expand operations.

“There are nearly 5,300 craft breweries in the United States today, which is more than ever before,” said Nebraska Craft Brewery Board Chair Zac Triemert. “Nebraska is building on that momentum. In 2011 we had 18 craft breweries. Last year, we more than doubled that amount for a total of 38 craft breweries. Even with the current interest and success of Nebraska’s hop and craft beer industry, there’s room to grow.”

The state’s Craft Brewery Board consists of seven members appointed by the Governor. The Board represents different aspects of the craft beer industry including brewers, manufacturers, distributors, consumers and farmers growing wheat and hops.

“These grants are available to increase agriculture diversity in Nebraska and to keep the state’s hop and craft brewery industry competitive,” said Triemert.

Those interested in receiving grant funds must submit a detailed proposal for review and approval by the Nebraska Craft Brewery Board. Applications are available online at <http://tinyurl.com/kk8kpxz>.

Project proposals are for fiscal year July 1, 2017–June 30, 2018. All approved projects must be completed by June 30, 2018. Instructions for submitting proposals, performance measures and program guidelines are available online at <http://tinyurl.com/mjasvcl>. Proposals must clearly explain how the funds will be used and how they will enhance the competitiveness of Nebraska’s craft beer industry.

For more information, contact Casey Foster at (402) 471-4876, or by email at: casey.foster@nebraska.gov.

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**Nebraska Craft Brewery Board
Request for Proposal Application Instructions
2017 - 2018 Fiscal Year**

Applications Due by U.S. Mail: **April 30, 2017**

Applications must be postmarked on or before the above date.

Submit applications by U.S. mail to:
Casey Foster
Nebraska Department of Agriculture
P.O. Box 94947
Lincoln, NE 68516

Applications Due Electronically: **April 30, 2017**

Submit applications to:
casey.foster@nebraska.gov

The fillable version of this application can be found at
<https://goo.gl/forms/K1DaF2KRDDK5B7AA3>

Questions regarding this grant should be directed to Casey Foster at
casey.foster@nebraska.gov or (800)422-6692.

Introduction

The Nebraska Craft Brewery Board was created to (a) establish a public forum to provide any manufacturer of beer or producer of agricultural products used in the brewing process the opportunity, at least once annually, to discuss with the board its policies and procedures; (b) keep minutes of its meetings and other books and records which will clearly reflect all of the acts and transactions of the board and to make these records available for examination upon request by members of the public; (c) authorize and approve the expenditure of funds collected pursuant to §§53-504; (d) serve as an advisory panel to the Nebraska Liquor Control Commission in all matters pertaining to the beer industry; and (e) adopt and promulgate rules and regulations to carry out §§53-501 to 53-505 of the Nebraska Craft Brewery Board Statute.

The board's revenue originates from fees received from shipping licenses issued to beer manufacturers, gifts, grants, bequests, and any money appropriated by the Legislature. In addition to the annual license fee, each holder of a craft brewery license shall pay an annual fee in the amount of two hundred fifty dollars to the Nebraska Liquor Control Commission or shall opt out of paying the additional fee on forms provided by the Liquor Control Commission. The Nebraska Craft Brewery Board has the power to utilize their revenue to fund projects that are designed to improve and promote Nebraska's craft brewery industry. The board is seeking to fund proposals that will aid in the betterment of this industry.

Interested parties wishing to receive funds must submit a detailed proposal for review and approval by the Nebraska Craft Brewery Board. Proposals must clearly explain how the money will be used and how it will enhance the competitiveness of Nebraska's craft beer industry. This RFP is for the next fiscal year, July 1, 2017 – June 30, 2018. All projects approved must be completed by the end of the next fiscal year.

The board has developed this grant proposal process to provide all interested parties an opportunity to access these funds. The board's goal is to fund meaningful projects that will develop and maintain programs for the research and advancement of the beer brewing process, the marketing and promotion of the beer industry in Nebraska, and the marketing and promotion of agricultural products and their byproducts grown and produced in Nebraska for use in the beer industry.

Funding Cap

The maximum grant award will be \$50,000. The board reserves the right to consider larger requests for projects with exceptional merit.

Grant Eligibility

Proposals should be initiated by individual growers, organizations, industry groups or academic institutions, or should involve collaboration or partnerships between producers, industry groups, academics, or other organizations. **Projects must benefit**

the entire craft brewery industry and not a particular business venture. Applicants may cooperate with any public or private organization involving agricultural development, research, and/or marketing to enhance Nebraska's craft brewery industry. If two or more individuals or organizations propose a joint project, they may submit one application as co-applicants. Applicants proposing joint projects are not required to form a legal entity but must show in their application how the project potentially impacts and produces measurable outcomes for the beer or producer of agricultural products used in brewing and/or the public. **All outcomes and records, resulting from a funded project, must be available for examination upon request by members of the public.**

Examples of enhancing the competitiveness of Nebraska's craft brewery industry include but are not limited to: research, promotion, marketing, nutrition, trade enhancement, food safety, food security, education, increased consumption, increased innovation, environmental and conservation concerns, improved efficiency and reduced costs of distribution systems, product development, and developing cooperatives.

Program Policies

The Nebraska Craft Brewery Board reserves the right to:

- Reject any or all proposals received;
- Request additional information on project proposals;
- Recommend partial funding for a proposal that may be less than the full amount requested in the grant application;
- Tie the release of project funds to completion of necessary, timely progress reports.

Funding Allocation

Projects funded during this next fiscal year will be valid upon the respective party's signature to an agreement with the Nebraska Department of Agriculture and the party incurring an obligation of funds for the project on or after July 1, 2017, and prior to June 30, 2018. Invoices shall be presented to the Department of Agriculture from which payment shall be made. A final report of the project will be provided to the Board and the Department of Agriculture. There will be no funding match requirement of applicants, although priority may be given to those projects that show in-kind and additional cash commitment to supplement the funding request. **Please note that funding for projects are subject to legislative appropriations and funding being available.**

Proposals will NOT fund the following expenses:

- Paying off existing debt;
- Purchase of equipment, land, or buildings;
- Business entertainment or business gifts; and
- Lobbying or political efforts.

Grant Proposal Review and Selection

Grant applications will be reviewed and decided upon by the Nebraska Craft Brewery Board with input from related entities. The Nebraska Craft Brewery Board will make the final decision.

Questions and Scoring Criteria

There will be 100 points possible, which is outlined below.

A. Cover Page

1. Name of applicant whose name should be used on all correspondence. Include contact information (address, phone, e-mail, and, if available, fax) for one individual. This person should also be the one who will appear on a grant agreement and who will be responsible for tracking and accounting for project funds and ensuring the completion of the project.

B. Abstract of Proposed Project

1. Abstract of 200 words or less for the proposed project.
2. Listing of all other individuals, entities, organizations, or businesses involved with the project.

C. Project Purpose (5 points)

In one or two paragraphs, clearly state the specific issue, problem, interest, or need to be addressed. Explain why your project is important and timely. Indicate the amount of time needed to complete the project. The project must benefit the entire craft brewery industry in general and not a particular business venture.

D. Potential Impact (10 points)

In one page or less, discuss the number of people or operations affected, the intended beneficiaries of the project, and/or potential economic impact, if data from the project are available.

E. Goals (5 points)

Describe the overall goal(s) of the project in one or two sentences.

F. Work Plan (45 points)

On three pages or less, describe your proposal and its expected benefit to the

Nebraska craft brewery industry. Explain how each goal and measurable outcome will be accomplished. The measurable outcomes must list the elements that will be monitored or evaluated, by whom, how often and for how long? Expected measurable outcomes may be long term and exceed the grant period. If so, provide a timeframe when long term outcome measures will be achieved.

The major considerations here are:

- *Does the project benefit the entire craft brewery industry and not a particular business venture?*
- *Can project benefits be measured, reported, and tracked over time?*
- *Does the project provide an overall economic benefit to Nebraska's craft brewery industry?*
- *Does the project make good business sense, and does it have a high likelihood of success?*
- *Are the expected benefits of the proposal commensurate with total investment?*

Other considerations will be given to:

- *Does the project contribute to a positive image of Nebraska craft brewery products?*
- *Does the project provide educational benefits to the public about Nebraska craft brewery products?*

G. Project Commitment (10 points)

On one page or less, describe the partnerships, alliances, networks, or other collaborative efforts that will be created to implement this project. List all parties involved and describe what each contributes in skills and abilities to make this proposal succeed and work toward the goals and outcomes, as well as the commitments for each party (in-kind, monetary, labor, etc.).

Major consideration will be given to whether:

- *The project involves collaboration and enables the craft brewery industry to achieve collective results that benefits the entire industry, not a particular business venture;*
- *The applicant demonstrates commitment by way of in-kind time, resources, or other means.*

H. Financial Feasibility (25 points)

This question requires a one page or less narrative and a one page or less standard budget outline. How do you intend to use the grant funds? Provide a breakdown of the components of the proposal and where the grant funds fit into

the overall project financing. Prioritize funding needs, if possible. Provide budget estimates for the total project cost. List the source and amount of funds to use for the project. This information will provide assurance that you will have sufficient resources to meet project goals. Below is a budget example from which to refer to and use when creating your budget.

Major consideration will be given to whether:

- *The project makes good business sense according to the proposed expenses and activities noted in the budget;*
- *The budget supports the anticipated benefits and whether the benefits are commensurate with the total project financing;*
- *The project coordinating entity has a process in place to track and account for grant fund expenditures;*
- *Budget line item expenses could include costs associated with personnel, travel, equipment, supplies, and/or contracted work; and*
- *Accounting and project records can be readily retrieved and reported.*

Budget Example

Type	Nebraska Craft Brewery Board Funds	Applicant Contributions (In-Kind or Cash)	Total	Purpose
Personnel	\$ 1,000	\$ 500	\$ 1,500	75 hours @ \$20 per hour by John Doe
Supplies	\$ 700	\$ 0	\$ 700	Trellis supplies, chemicals, and hop plants needed for research plot
Travel	\$ 284	\$ 0	\$ 284	200 miles @ \$0.51/mile and 7 days at \$26/day for meals
Consultant	\$2,000	\$1,000	\$3,000	Consultant fee
Totals	\$3,984	\$1,500	\$5,484	

I. Signed Agreements Page

Agreement:

I/we the undersigned applicants (*name/names*)

_____ of (*city*)_____, Nebraska, hereby make an application for Nebraska Craft Brewery Board funds, under the terms and conditions of the Nebraska Department of Agriculture, in the amount of (*amount requested*) \$_____. The total cost of the project is (*total project amount*). \$_____

The undersigned hereby warrant to the Nebraska Craft Brewery Board that, to the best of my/our knowledge, all information presented in this grant application is factual and true; that I/we understand that if this proposal is funded, I/we will be required to sign a grant agreement and other necessary documentation containing terms and conditions upon which funds will be released; and that I/we understand that I/we will be required to submit a final report at the completion of the project as a condition to receiving grant funds.

Social Security Number or Federal Tax ID Number of

Applicant:_____

Name of Applicant:_____

Signed:_____

Date:_____

Title:_____

Signed:_____

Date:_____

Title:_____

Signed:_____

Date:_____

Title:_____

MEETING MINUTES

Nebraska Craft Brewery Board
July 28, 2016
Meeting Minutes

Board Members Present: Zachary Triemert, Brickway Brewery
Nathan Bell, Kinkaider Brewing
Bruce Nelsen, Eagle Distributing
Andrew Fordham, State Distribution Company
Adam Kosmicki, Nordland Int'l/American Beer Equip.
Annette Wiles, Midwest Hop Producers, LLC
Mark Jagels, Jagels Farms

Ex-Officio Members Present: Casey Foster, Nebraska Department of Agriculture
Karen Kollars, Nebraska Tourism Commission

Guests Present: Mat Habrock, Nebraska Department of Agriculture
Bob Storant, Nebraska Department of Agriculture
Hobert Rupe, Liquor Control Commission
Jerry Van Ackeren, Liquor Control Commission
LeAnna Prange, Liquor Control Commission
Ashley Phillips, Liquor Control Commission
Mary Messman, Liquor Control Commission
Curt Weller, University of Nebraska – Lincoln

Call to Order and Introductions

Mat called the meeting to order at 1:05 p.m. He asked everyone to introduce themselves, describe their experience in the craft brewery or hop industry, and what they can contribute to the board.

Open Meetings Act and Public Notice

Notebooks were provided to each board member, and Casey described the components included in the books and their purpose. Items consisted of a list of board members, board statutes, Robert's Rules of Order, Open Meetings Act, meeting agendas, meeting minutes, and guidelines for reimbursement.

It was noted that the date, time, and location of the meeting was published in the *Norfolk Daily News*, *Star Herald*, *North Platte Telegraph*, *Beatrice Daily Sun*, and *Grand Island Independent* on July 6, 2016.

Nebraska Department of Agriculture

Mat referenced the board statutes and ran through the list of board responsibilities. Mat described the department's role with relation to the board. For administrative

purposes, a fund is located in the Nebraska Department of Agriculture (NDA) entitled, "The Nebraska Beer Industry Promotional Fund" (NBIPF). NDA, at the direction of and in cooperation with the Nebraska Craft Brewery Board, shall use the NBIPF to develop and maintain programs for the research and advancement of the beer brewing process, the marketing and promotion of the beer industry in Nebraska, and the marketing and promotion of agricultural products and their byproducts grown and produced in Nebraska for use in the beer industry. Such expenditures may include, but are not limited to, all necessary funding for the employment of experts in the field of beer brewing and business development, as deemed necessary by the board, and programs to carry out the purposes of this subsection. None of the money credited to the NBIPF can be used for lobbying purposes.

Money in the NBIPF not expended during any fiscal year may be re-appropriated for the ensuing biennium. Any money in the fund available for investment shall be invested by the state investment officer pursuant to the Nebraska Capital Expansion Act and the Nebraska State Funds Investment Act.

NDA will attend all board meetings and will provide funding guidance to the board regarding the use of public funds. Once a budget has been established, NDA will email the board's fiscal budget to each board member on a monthly basis, which will detail revenue and expenditures collected and spent each month, respectively. The board's fiscal year runs from July 1st – June 30th. Board meetings must take place at least once every six months and at such times as called by the chairperson or by any three board members.

Board meeting expenses, public notices, mileage reimbursement, and other costs associated with board meetings can be paid for via the funds in the NBIPF. Board members were asked to complete and send in their direct deposit enrollment forms so that electronic payment can be made when requesting mileage reimbursement.

Casey recommended that, each year, the board establish a Request for Proposal (RFP) process to solicit proposals from organizations, industry groups, or academic institutions that aim to assist in the betterment of Nebraska's beer and hops industry. The goal would be to fund meaningful projects that have the highest likelihood of significant, positive impact on the industry in Nebraska. Grant proposals must show how the projects will benefit the entire beer and/or hop industry, and not a particular business venture. Sub-recipients receiving board funds will enter into a contractual agreement with NDA. Casey recommended that the board utilize 75% of its annual budget each year to fund meaningful projects that will benefit the industry. Casey will share the RFP process the Nebraska Grape and Winery Board uses as an example.

Nebraska Liquor Control Commission

Hobert described licensing procedures and timing, funding sources, and revenue collection. The NBIPF will consist of fees received from shipping licenses issued to beer manufacturers pursuant to subsection (2) of section 53-123.15, gifts, grants, bequests,

and any money appropriated by the Legislature. Beginning July 1, 2016, in addition to the annual license fees, each holder of a craft brewery license will pay an annual fee in the amount of two hundred fifty dollars to the Nebraska Liquor Control Commission (LCC) or shall opt out of paying the additional fee on forms provided by the commission. Fees collected pursuant to this subsection shall be remitted to the State Treasurer for credit to the NBIPF.

LCC estimates that the board's revenue will be approximately \$121,500 each year. As of July 28th, it was reported that the board has a balance of \$1,000. However the large majority of funding will not arrive into the account until March/April each year. The majority source of funding will originate from Class T licenses.

Hobert provided a historical perspective of the beer industry and described how it has evolved over the years.

Election of Officers

Each year, the board must elect from among themselves, by majority vote, a chairperson, vice-chairperson, and secretary/treasurer. The duties of each role were briefly discussed. A motion was made to nominate Zachary and Annette as the candidates for board chair. The one who received the lesser of the two votes would serve as vice-chair. Bruce seconded. Motion carried. The board then conducted a ballot election and Zachary was elected chairman and Annette vice-chairman. A motion was made and seconded that Nathan be nominated as board secretary. Motion carried. Nathan ran unopposed.

Define Mission and Vision Statements

Casey encouraged the board to develop their mission and vision statements. A mission statement is a written declaration of an organization's core purpose and focus that normally remains unchanged over time. A vision statement defines a company's goals. A mission is different from a vision in that a mission is something to be accomplished, whereas a vision is something to be pursued for that accomplishment. A discussion ensued regarding this topic.

The board decided to first define their goals before writing their mission and vision statements. The initial goals the board identified were as follows:

- a. Protect Craft Brewers
- b. Ag Growth – Grain, Hops, Malt, Alternative Crops
- c. Yeast Development
- d. Market and Promotion/Tourism
 - i. Centralized
 - ii. Visit Nebraska
- e. Grow Local, Brew Local, Drink Local
- f. Business Development/Education – Brewers, Growers, Wholesalers,

- Retailers
- g. Research – UNL Collaboration

The board agreed to resume this conversation at the next meeting to help hone in on the specific goals of the board. Once the goals have been established, they can begin writing their mission and vision statements.

Branding was briefly discussed and Casey mentioned that both NDA's graphic artist and UNL students could likely create a logo for the board. The board would like the logo to represent consumers, growers, brewers and distributors. The board discussed some marketing opportunities such as creating a map that identifies the names and locations of Nebraska craft breweries. Karen also mentioned that free marketing and advertising is available on the Nebraska Tourism Commission's website at www.visitnebraska.com.

Budget for 2016 – 17 Fiscal Year

It was decided that it would be difficult to develop the board's budget at this point in time since only a small amount of funds were in the account. A more formal budget can be developed in the spring of 2017.

Annual Reporting

Casey mentioned that at the end of every fiscal year, the board needs to write an annual report and make it available to the public. The report should include a list of board members, meeting minutes, year-ending fiscal budget, and copies of any contractual agreements.

Next Meeting

It was mentioned that the board meet quarterly. The board agreed to meet again on September 15th at 1 p.m. at NDA.

Adjourn

Annette made a motion to adjourn. Bruce seconded. Motion carried. The meeting adjourned at 3:23 p.m.

Nebraska Craft Brewery Board Meeting Minutes

September 15, 2016

I. Call to order

Zac Triemert called to order the regular meeting of the Nebraska Craft Brewery Board at 1:00pm on September 15, 2016 at Dept. of Ag.

Open Meetings Act and Public Notice

It was noted that the date, time, and location of the meeting was published in the *Norfolk Daily News*, *Star Herald*, *North Platte Telegraph*, *Beatrice Daily Sun*, and on August 30th/31st, 2016.

II. Roll call

Nate Bell conducted a roll call. The following persons were present

Board Members Present: Zachary Triemert, Brickway Brewery, Nathan Bell, Kinkaider Brewing, Bruce Nelsen, Eagle Distributing, Andrew Fordham, State Distribution Company, Adam Kosmicki, Nordland Int'l/American Beer Equip., Annette Wiles, Midwest Hop Producers, LLC, Mark Jagels, Jagels Farms

Ex-Officio Members Present: Casey Foster, Nebraska Department of Agriculture, Karen Kollars, Nebraska Tourism Commission

Approval of minutes from last meeting.

The minutes were approved as provided.

III. Open issues

a) NCBB Membership Form Review – Hobie Rupe

Goes out April 30th

Clarify where beer is being produced to properly clarify licenses

Should we talk to those that opt out? Maybe be proactive and ask folks to Opt-in.

No vote is needed to approve form as the NLCC approves forms.

b) Budget for 2016-2017

Current money available – \$931.81

Casey explained how the budget looks
Move to approve August Statement Annette 1st, Mark 2nd
Roll call Unanimous

c) Goals and Objectives and Mission for NCB -work session with Connie Hancock and Charollette Narjes

We first reviewed givens and the ground rules for the session

LB 1105 - Use of Funds Section 4 (3)

- Develop and maintain programs for the research and development of the beer brewing process.
- Marketing and promotion of beer industry in Nebraska.
- Marketing and promotion of agricultural products and their byproducts grown and produced in Nebraska for use in the beer industry.

No Lobbying

Goals we discussed for the board

Things that help Nebraska breweries
Create jobs in Nebraska
Increase excise tax generated in Nebraska
Grow Tourism
Grow research

What excites us about being part of Board

- Advisory to Liquor Commission
- Help Nebraska Business - Research
- Professionalize the industry
- Focus Direction for the industry
- Agriculture side - impact
- Promotion of Nebraska Craft Beer
- Jobs/Equipment/assist
- Ag Diversity
 - Research Expand
- Learn about industry
- Guild of 2002 - come along way! Go to the next level
- Grow Industry
- Taking care of ourselves
- Ag side - diversity
- What will it do to the distribution
- Growth to the whole industry/jobs
- Working together
- Formalize the process as a whole

What would it look like if we were wildly successful?

- Rough Draft - mission/vision/goals - knowing there will be changes
- Decided directions
- What's the end game?
- High level objectives
- Message/taking points to brewer's - option
- Funding Priorities
- Strong Foundation
- Ag Tourism

What do we expect - 1st year

- Full participation - all breweries
- 95% of funds distributed
- Website - Marketing
 - General Public
 - Crafter Breweries
 - Materials
- FAQ for new breweries of how to get into industry
 - Start a business
 - Who-what-how equipment, etc.
 - Challenges
 - What to avoid
- Mix-research/marketing/tourism/education for Brewery

Love - 1st year (and all 3-5 years)

- Mentoring Program
- Solve the issues before it gets huge
 - Liquor Commission audits new breweries every 18 months
- Partner with Guild on Marketing funds
- Grower Commission - hops - check-off (i.e., crush fee on vineyards)

3-5 years

- 3-5 breweries expand to manufacturing beyond 20,000 barrels
- Trail behind Michigan
 - Grower - 4th
 - Brewery - 4-5th
- Enough money for research
- Export hops
- Be known for the Hops
 - Nebraska style hops
- Be a leader as a Board
- Collaboration with other states
- Expand other "beer" products
 - Malt
 - Yeast
- Funding a University position on Ag Site
- Paid Staff for Guild/Ne Hops Association

- Executive Director

Vision -

Grow the agricultural diversity and economic development of the Nebraska brewing industry.

Mission –

Work on collaboration towards a profitable, sustainable future that advances the interests of Nebraska's growers, brewers, distributors, retailers and allied trade. Promote and market "Grow Local, Brew Local, Buy Local". Support advocacy, marketing/business development, education and research that will enhance the economic condition of the agriculture and brewery industry in Nebraska.

d) RFP Criteria

Funding priorities - conversation -
Explored rubik --

- Example of how to rate grants (Rubic)
- Next meeting - complete rubic/determine what want to meet
- Reports are due September (grants generally end in September).
- Suggestion that have monies available quarterly.

e) Next Meeting

Next meeting Nov. 15th 2016

IV. Adjournment

Zac Triemert adjourned the meeting at 4:00pm.
Minutes submitted by: Nate Bell

Nebraska Craft Brewery Board Meeting Minutes

November 15, 2016

I.Call to order

Zac Triemert called to order the regular meeting of the Nebraska Craft Brewery Board at 1:06 pm on November 15, 2016 at Dept. of Ag.

II.Roll call

Nate Bell conducted a roll call. The following persons were present: Adam Kosmicki, Annette Wiles, Bruce Nelson, Casey Foster, Andrew Fordham, Nate Bell, Zac Triemert, Mark Jagel

III.Approval of minutes from last meeting

Nate Bell presented the minutes from the last meeting. The minutes were approved as delivered.

Annette 1st

Bruce 2nd

Public notices were placed with Star Herald Nov 4th, Norfolk daily Nov 2nd, North Platte Telegraph Nov. 1st, Beatrice Daily Sun Nov. 2nd.

IV.Financial Review

Financials were reviewed. No changes or questions.

Approved 1st Mark Jagel

2nd Annette Wiles

V.Review and Finalize Goals and Objectives

Annette passed out Goals and Objectives sheets as well as grant criteria rubric
Reviewed Goals and objectives

Discussed Goal 3 and its verbiage, agreed to fine tune via the rubric in rfp applications.

Get a baseline on brewery and grower metrics.

Annette is going to update the goals and objectives.

Reviewed RFP criteria

Discussed weighting points

Annette will work on developing these further

VI.Logo Review

Zac discussed going to the class that worked on some of the logos.

Group broke down our top 5 each and discussed our final choices.

Finalized to 3 and Zac is taken back to the students to modify

Send Thank You's to students – Zac agreed to do this.

VII.Press Release

Reviewed Press released

Motion to approve as amended 1st Nate

2nd Bruce

Unanimous

Awaiting logo approval to send out press release.

VIII.Grower/Brewer Conference

Present and have a meeting at 9 am. January 6th 2017

Innovation Campus

IX.Next meeting

3pm December 8th 2016 – teleconference to approve logo and application

Casey to send out telebridge notice

X.Adjourn

Motion to adjourn

1st Zac

2nd Bruce

Nebraska Craft Brewery Board Meeting Minutes

December 8, 2016

I. Call to order

Zac Triemert called to order the regular meeting of the Nebraska Craft Brewery Board at 3:00 on December 8, 2016 via Phone bridge.

II. Roll call – Nate Bell

The following persons were present: Adam Kosmicki, Annette Wiles, Casey Foster, Andrew Fordham, Nate Bell, Mark Jagel, Karen Kollars, Christina Barber

III. Approval of minutes from last meeting – Nate Bell

The minutes were approved as delivered.

Adam 1st

Andrew 2nd

Public notices were placed with Star Herald Nov 25th, Norfolk daily Nov 25th, North Platte Telegraph Nov. 26th, Beatrice Daily Sun Nov. 25th.

IV. NCBB Logo – Annette Wiles

- a. We reviewed the logos, Bruce and Zac liked 2. We discussed the rest of them. Andrew votes for option 2 as well. Nate as option 2
- b. Motion to approve 2nd logo by Adam Kosmicki with the addition of hops in some way to the logo
Mark 2nd
Unanimous

V. Grant Application – Annette Wiles

- a. Annette amended the grape and wine board RFP to work for the craft brewery board with proper verbiage changes. We talked about who collects the proposals and who sends them on. Casey currently collects and sends out the information for the wine and grape board.
Annette proposes that Casey handles this for the first year.
Karen asked if we had any requirements for in kind commitments. It was the board feeling that in kind can be addressed in the rubric.
Where should the application be made available? Google docs/etc.
Casey was going to look at setting up a website for the board on the nebraska.gov site somehow.
Application process starts March 1st ends April 30th
- b. Motion made to approve the instructions and application made by Adam

- a. 2nd Nate

VI. Growers/Brewers Conference – Annette Wiles

- a. Annette review when we will have our meeting at 9am Friday morning of the conference. Zac will presentation on what our plan is and what the group will do going forward. Roles and responsibility of the board and ask folks to get applications in.

VII. Financials

Casey reviewed the financial report with everyone.
Motion to approve – Annette
2nd Nate

VIII. Next meeting

Growers/brewers Conference @ 9am Friday Jan. 6th 2017

IX. Adjourn

Annette Motion to adjourn 3:30pm
Mark 2nd

Nebraska Craft Brewery Board Meeting Minutes

January 6, 2017

I. Call to order

Zac Triemert called to order the regular meeting of the Nebraska Craft Brewery Board at 9:00am on January 6, 2017 Innovation Campus.

II. Roll call – Nate Bell

The following persons were present: Zac Triemert, Adam Kosmicki, Annette Wiles, Casey Foster, Nate Bell, Bruce Nelson and Karen Kollars

III. Approval of minutes from last meeting – Nate Bell

The minutes were approved as delivered.

Annette 1st

Adam 2nd

Public notices were placed with Star Herald Nov 25th, Norfolk daily Nov 25th, North Platte Telegraph Nov. 26th, Beatrice Daily Sun Nov. 25th.

Presentation

Zac presented to those in attendance what the brewery board is set up to do.

Reviewed our Mission and Vision

Reviewed Goals and Objectives

Reviewed the RFP process

Q&A

IV. Next meeting

TBD

V. Adjourn

Zac 1st

Annette 2nd

Nebraska Craft Brewery Board Meeting Minutes

May 18, 2017

I. Call to order

Brent Miller is an Intern for the Nebraska Department of Agriculture. He gave a presentation to the board regarding export opportunities that are available for breweries wishing to sell into emerging markets. Funding from the Midwest Food Export Association is available to help companies achieve this goal. On August 24th, an export seminar will be held in Grand Island to discuss this topic more detail. If anyone wishes to attend, they are to contact the Nebraska Department of Agriculture at 800-422-6692.

Roll call – Nate Bell

The following board members were present: Zac Triemert, Adam Kosmicki, Casey Foster, Nate Bell, Annette Wiles, Drew Fordham, Mark Jagels and Karen Kollars

II. Approval of minutes from last meeting – Nate Bell

Public notices were placed with Star Herald 4/27/17, Norfolk daily 4/27/17, North Platte Telegraph 4/27/17, Beatrice Daily Sun 4/29/17.

III. Grant Evaluation Rubric

Overhead for university has to be adjusted as it can't be funded
Remove "craft" from rubric, but board remains Nebraska Craft Brewers board
Ask if other grants being requested from other sources

IV. Grant Proposals Presentations

See materials for information

Numbered according to rubric

#5 Taste the good life – beer and music festival – Kristin Ballard - \$28,400

#6 From Ground to Glass – Scott Papek - \$39,658

#7 Omaha Craft Brewery Passport – Deb Ward - \$50,000

#8 UNL Ag Downey Mildew – Amundsen - \$49,810

#9 Nebraska Craft Brewers Guild – Website – Marcus Powers - \$15,620

#11 Nebraska Craft Brewers Guild – Guild executive director – Wilmoth - \$54,500

#10 Nebraska Craft Brewers Guild – Beer Passport – Colby Coash - \$40,000

#12 Barley to Barrel – Zach Davy - \$49,991

#13 Grower Brewer Conference - \$10,000

#15 Hop Promotional Activities - \$14,280

#14 State of Craft – Nathan Hoeft - \$25,000

#1 Composition Profile Hop Varieties – Dr. Changmou Xu - \$47,801

#2 Establishing brewing testing lab – Bob Hunkins - \$50,000

#3 Extended Shelf Life of Beer – Dr. Mary-Grace C. Danao - \$50,000

#4 Increase Spent Grain Value – Dr. Bo Yuan - \$36,779

V. Budget 2016-2017

Casey discussed the fiscal report for the month of April. As of April 30, 2017, the board's Total Available Cash amounted to \$103,593.32 with an Ending Cash Balance of \$103,131.60.

Annette makes motion to approve the report as presented

Nate seconds

Motion approves

VI. Discussed Grants and what we can do.

Adam asked how much we are allowed to allocate for the 2017-18 fiscal year.

Casey estimated that \$170,000 could be allocated to potential applicants. This amount may vary depending upon the board's May fiscal report.

This year is rather unique as the board has nearly twice the amount of revenue to allocate compared to future years. The board was first conceived in July 2016 and a large portion of the board's revenue is not received until the spring.

Annual revenue is estimate to be \$121,500. The Ending Cash Balance between the current fiscal year and the next could be \$243,000. Therefore, Casey recommended that the board allocate approximately 70 percent of their revenue for the 2018-19 fiscal year to projects that would aid in the betterment of the Nebraska Craft Brewery industry.

Once the board has decided which projects to fund, agreements between the Nebraska Department of Agriculture and the recipients will be drafted and signed. Payments to recipients will be made on a cos-reimbursement basis.

Zac pointed out that some scores were below a value of a 100, which isn't possible.

Scores have been agreed to move to a minimum of 100 for those scored zero.

Mark discussed coming back to another meeting to give appropriate time to review.

Discussion took place about scoring and how interviews compared to applications.

Discussion regarding some specific grant proposals took place

Discussion on rescoring rubrics possibly

Discussion about moving in the future to breaking out how we fund projects into percentages. Examples include research, promotion and administration.

Removed #5 Taste the Good Life , #7 Omaha passport, #14 State of Craft, #4 Spent Grain and #10 Guild Passport program from consideration.

1,2,3,6,8,9,11,12,13,15 to possibly fund all with partial funding options available to each.

Agreed to rework each rubric with this information.

VII. Next meeting

June 22nd 1pm-4pm

VIII. Adjourn

Motion to adjourn – Nate, Annette

**Nebraska Craft Brewery Board
Meeting Minutes**

June 22, 2016

I. Call to Order

The following board members were present: Zac Triemert, Adam Kosmicki, Casey Foster, Nate Bell, Annette Wiles, Drew Fordham, Mark Jagels, Bruce Nelsen and Karen Kollars

II. Approval of minutes from meeting on 5/18/17

- a. Review
- b. Motion to approve, Annette 1st, Bruce 2nd
- c. Roll call vote
 - i. Unanimous
- d. Public notices were placed with Star Herald 4/27/17, Norfolk daily 4/27/17, North Platte Telegraph 4/27/17, Beatrice Daily Sun 4/29/17

III. Re-Evaluate Grant Proposals

- a. Reviewed additional information received from a couple grant proposals.
- b. Appx \$170,000 to distribute this year.
- c. Should we spend all of it? Consensus would be to spend as much as we can and that makes sense
- d. Reviewing lowest scoring items to see if we can eliminate.
 - i. Remove #6, #3, #9
- e. Talked about possibly sponsoring growers conference instead of funding it
 - i. Agree to fund it \$5000
- f. Discussion was had on the merits of each proposal
- b. Roll call vote on all proposals for either no funding, partial funding, or full funding. List and funding chosen available from Casey upon request.
Motion to approve 1st Adam, 2nd Annette
For - Adam, Nate, Zac, Annette
Against - Bruce and Drew
Abstain - Mark

IV. Complete Budget for 2016-2017 Fiscal Year

- a. Set a budget (July 1, 2017 – June 30, 2018)
 - i. Motion to approve 1st Annette and 2nd Mark
- b. Roll call vote
 - i. Unanimous

V. Next Meeting

- a. Sept 21st 2017 1-4pm
 - i. Project update
 - ii. Define buckets to fund
 - iii. Website
 - iv. Rubric fine tuning

VI. Adjourn

- a. Annette moved to adjourn
- b. Zac seconded

2016 – 2017 FISCAL REPORT

NEBRASKA BEER INDUSTRY PROMOTION FUND
JULY 1, 2016 - JUNE 30, 2017

DESCRIPTION	FY2016-17 BUDGET	JUNE 2017	FY2016-17 YR-TO-DATE
BEGINNING CASH BALANCE	\$ 0.00	\$ 116,975.09	\$ 0.00
REVENUE:			
Brewery Fees	\$ 6,500.00	\$ 250.00	\$ 5,750.00
Shipper License Fees	115,000.00	3,0000.00	115,000.00
Other Revenue	0.00	0.00	0.00
Investment Interest	0.00	197.69	435.26
Total Revenue	\$ 121,500.00	\$ 3,447.69	\$ 121,185.26
TOTAL AVAILABLE CASH	\$ 121,500.00	\$ 120,422.78	\$ 121,185.26
EXPENDITURES:			
Operating Expense	\$ 0.00	\$ 46.23	\$ 241.16
Contracts	0.00	0.00	0.00
Board Expense	0.00	419.10	986.65
Total Expenditures	0.00	\$ 465.33	\$ 1,227.81
Adjustment to Fund Balance	0.00	0.00	0.00
ENDING CASH BALANCE	\$ <u>121,500.00</u>	\$ <u>119,957.45</u>	\$ <u>119,957.45</u>

The ending cash balance is 100% invested in the short-term investment pool.
Percent of Fiscal Year Elapsed: 100%

STATUTES

NEBRASKA CRAFT BREWERY BOARD

- Administration:** These statutes create the Nebraska Craft Brewery Board. The Board is given certain duties under these statutes. For administrative purposes, a fund is located in the Nebraska Department of Agriculture. The Department of Agriculture, at the direction of and in cooperation with the Nebraska Craft Brewery Board, shall use the Nebraska Beer Industry Promotional Fund to develop and maintain programs for the research and advancement of the beer brewing process, the marketing and promotion of the beer industry in Nebraska, and the marketing and promotion of agricultural products and their byproducts grown and produced in Nebraska for use in the beer industry. See also section 53-504 and sections 53-123.15 and 53-124.01 for information about statutes that provide money for the fund.
- Adoption:** The provisions of these statutes were initiated during the 2016 session of the Nebraska Legislature. This reproduction was prepared following that session.
- Rules:** The Board is given authority to adopt and promulgate regulations.

INDEX

<u>Section</u>	<u>Subject</u>
53-501	Nebraska Craft Brewery Board; created
53-502	Board; officers; terms; expenses
53-503	Board; powers and duties
53-504	Payments required; Nebraska Beer Industry Promotional Fund; created; use; investment
53-505	Board; annual report

53-501. Nebraska Craft Brewer Board; created. The Nebraska Craft Brewery Board is created. All board members shall be (a) citizens of Nebraska, (b) at least twenty-one years of age, and (c) either engaged in or previously engaged in the manufacture or the wholesale or retail sale of beer in this state or engaged or previously engaged in the production in this state of agricultural products that are utilized in the brewing process. The board shall consist of seven members to be appointed by the Governor on a nonpartisan basis. At least two board members shall be selected by the Governor from a list of no fewer than ten candidates submitted by the Nebraska Craft Brewers Guild or its successor organization. In addition, at least two board members shall be selected by

the Governor from a list of no fewer than ten candidates submitted by the Associated Beverage Distributors of Nebraska or its successor organization. The Director of Agriculture or his or her designee and the executive director of the Nebraska Tourism Commission or his or her designee shall be nonvoting, ex officio members of the board.

Whenever a vacancy occurs on the board for any reason, the Governor shall appoint an individual to fill such vacancy pursuant to the qualifications set forth in subsection (1) of this section.

53-502. Board; officers; terms; expenses.

(1) Within thirty days after the appointment of the initial members of the Nebraska Craft Brewery Board, such board shall conduct its first regular meeting. During that meeting, the board members shall elect from among themselves, by majority vote, a chairperson, vice-chairperson, secretary, and treasurer, all to serve for terms of one year from the date of election. Subsequent board meetings shall take place at least once every six months and at such times as called by the chairperson or by any three board members.

(2) Each member shall serve for a term of three years and may be reappointed.

(3) All voting members of the board shall be reimbursed for their actual and necessary expenses incurred while engaged in the performance of official responsibilities as members of such board pursuant to sections 81-1174 to 81-1177.2 3

(4) A member may be removed by the Governor for cause. The member shall first be given a written copy of the charges against him or her and also an opportunity to be heard publicly. If a member moves out of 6 Nebraska, that shall be deemed sufficient cause for removal from office.

53-503. Board; powers and duties. The Nebraska Craft Brewery Board has the following powers and duties:

(1) Establish a public forum to provide any manufacturer of beer or producer of agricultural products used in the brewing process the opportunity, at least once annually, to discuss with the board its policies and procedures;

(2) Keep minutes of its meetings and other books and records which will clearly reflect all of the acts and transactions of the board and to make these records available for examination upon request by members of the public;

(3) Authorize and approve the expenditure of funds collected pursuant to section 4 of this act;

(4) Serve as an advisory panel to the Nebraska Liquor Control Commission in all matters pertaining to the beer industry; and

(5) Adopt and promulgate rules and regulations to carry out sections 1 to 5 of this act.

53-504. Payments required; Nebraska Beer Industry Promotional Fund; created; use; investment.

(1) The Nebraska Beer Industry Promotional Fund is created. The fund shall consist of money credited pursuant to this section, fees received from shipping licenses issued to beer manufacturers pursuant to subsection (2) of section 53-123.15, gifts, grants, bequests, and any money appropriated by the Legislature. For administrative purposes, the fund shall be located in the Department of Agriculture.

(2) Beginning July 1, 2016, in addition to the annual license fee imposed by section 53-124.01, each holder of a craft brewery license shall pay an annual fee in the amount of two hundred fifty dollars to the Nebraska Liquor Control Commission or shall opt out of paying the additional fee on forms provided by the commission. Fees collected pursuant to this subsection shall be remitted to the State Treasurer for credit to the Nebraska Beer Industry Promotional Fund.

(3) The Department of Agriculture, at the direction of and in cooperation with the Nebraska Craft Brewery Board, shall use the Nebraska Beer Industry Promotional Fund to develop and maintain programs for the research and advancement of the beer brewing process, the marketing and promotion of the beer industry in Nebraska, and the marketing and promotion of agricultural products and their byproducts grown and produced in Nebraska for use in the beer industry. Such expenditures may include, but are not limited to, all necessary funding for the employment of experts in the field of beer brewing and business development, as deemed necessary by the board, and programs to carry out the purposes of this subsection. None of the money credited to the Nebraska Beer Industry Promotional Fund may be used for lobbying purposes.

(4) Money in the Nebraska Beer Industry Promotional Fund not expended during any fiscal year may be reappropriated for the ensuing biennium. Any money in the fund available for investment shall be invested by the state investment officer pursuant to the Nebraska Capital Expansion Act and the Nebraska State Funds Investment Act.

53-505. Board; annual report.

(1) The Nebraska Craft Brewery Board shall publish an annual report on or before January 1 of each year which shall set forth in detail the following:

(a) The name and address of each board member and a copy of all rules and regulations adopted and promulgated by the board; and

(b) A detailed explanation of all programs for which the board approved funding during the most recently completed fiscal year pursuant to section 4 of this act.

(2) Each annual report shall be presented electronically to the Nebraska Liquor Control

Commission within thirty days after its publication and made available also to any person who requests a copy. Except for the annual copy required by this section to be provided to the commission, the board may charge a nominal fee to cover the costs of printing and postage for making available copies of its annual reports.