

# **Nebraska Craft Brewery Board Annual Report 2020**

**For information contact:**

**Nebraska Department of Agriculture  
301 Centennial Mall South  
P.O. Box 94947  
Lincoln, NE 68509  
(402) 471-4876**



# Table of Contents

<b><u>Contents</u></b>	<b><u>Page</u></b>
Nebraska Craft Brewery Board of Directors .....	1
Vision, Mission, Goals and Objectives .....	5
Request for Proposals	
News Release, March 2, 2020.....	11
Request for Proposal Application Instructions .....	13
Meeting Minutes	
Minutes, August 5, 2019.....	23
Minutes, January 23, 2020 .....	25
Minutes, June 4, 2020 .....	28
2019–2020 Fiscal Report .....	35
Nebraska Craft Brewery Board Statutes .....	39



**BOARD  
OF  
DIRECTORS**



# Nebraska Craft Brewery Board

**Zachary Triemert** ..... Nebraska Craft Brewers Guild

Brickway Brewery  
1116 Jackson St  
Omaha, NE 68102  
W: (402) 933-2613  
C: (402) 213-5903  
[zac@drinkbrickway.com](mailto:zac@drinkbrickway.com)

**Nathan Bell** ..... Nebraska Craft Brewers Guild

Kinkaid Brewing  
79580 Road 445  
Broken Bow, NE 68822  
W: (308) 872-8348  
C: (308) 870-3506  
[nate@kinkaid.com](mailto:nate@kinkaid.com)

**James Gillick** ..... Associated Beverage Distributors of Nebraska

Quality Brands Distribution, LLC  
5840 N. 70th St  
Lincoln, NE 68507  
W: (402) 467-3573  
[jim.gillick@qbdist.com](mailto:jim.gillick@qbdist.com)

**William Boyd** ..... Associated Beverage Distributors of Nebraska

Nebraskaland Distributors, LLC  
4845 Juergen Rd  
PO Box 250  
Grand Island, NE 68801  
W: (308) 382-9130  
[billb@nebraskalanddistributors.com](mailto:billb@nebraskalanddistributors.com)

**Annette Wiles** ..... At Large

Midwest Hop Producers, LLC  
19515 Watersedge Cir  
Plattsmouth, NE 68048  
W: (402) 296-0633  
C: (402) 740-3995  
[awiles@wilesdevelopment.com](mailto:awiles@wilesdevelopment.com)

**Kristine Koch** ..... At Large

QP Ace Hardware  
942 S 49<sup>th</sup> St  
Lincoln, NE 68510

W: (402) 314-4188  
Email: [trixie@qpacehardware.com](mailto:trixie@qpacehardware.com)

**Joshua Christensen** .....At Large  
Christensen Hop Farm  
5535 Daylily Lane  
Fort Callhoun, NE 68023  
W: (402) 669-6143  
[josh@abestrash.com](mailto:josh@abestrash.com)

**Karen Kollars** .....Ex-Officio  
Nebraska Tourism Commission  
PO Box 1006  
Kearney, NE 68848  
W: (308) 249-3220  
[karen.kollars@nebraska.gov](mailto:karen.kollars@nebraska.gov)

**Casey Foster** .....Ex-Officio  
Nebraska Department of Agriculture  
PO Box 94947  
Lincoln, NE 68509  
W: (402) 471-4876  
C: (402) 326-0364  
[casey.foster@nebraska.gov](mailto:casey.foster@nebraska.gov)

All board member terms expire on July 6, 2022.



# **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"> <li>• Establish vision, mission and board goals</li> <li>• Establish objectives, action steps and prioritize</li> <li>• Identify metrics to measure success of the goals</li> <li>• Track projects, tasks, timelines, etc.</li> <li>• Create NCBB logo, brand and messaging</li> <li>• Market and promote the beer industry in Nebraska</li> <li>• Market and promote agricultural products and their byproducts grown and produced in Nebraska for use in the beer industry</li> <li>• Develop and maintain programs for the research and advancement of the beer brewing process.</li> <li>• Fund programs and experts in the field of beer brewing and business development</li> <li>• Create public benefit through the development of new job opportunities in Nebraska beer Industry</li> <li>• Establish a public forum for manufacturer or producer to discuss board policies and procedures</li> <li>• Keep minutes, books and records</li> <li>• Authorize/approve expenditure of funds collected</li> </ul>

Goal	Objective	Action Steps
		<ul style="list-style-type: none"> <li>• Serve as advisory panel to Nebraska Liquor Control Commission</li> <li>• Adopt and promote rules and regulations</li> </ul>
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"> <li>• Publish an annual report on or before January 1</li> <li>• Collect/compile reports for board-funded projects</li> <li>• Explore additional funding sources; and identify matching funds (i.e. grants; Hop Association, CBA, Distributors)</li> <li>• Analyze other state-based organizations/non-profit membership associations</li> </ul>
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"> <li>• Develop Brewer Tourism strategy</li> <li>• Identify current brewers/growers, in clustered tourism areas</li> <li>• Explore existing marketing tools available</li> <li>• Develop and maintain website</li> <li>• Develop brand recognition for Nebraska beer</li> <li>• Create promotional materials, brochures, displays</li> <li>• Coordinated marketing and advertising campaigns that promote and highlight Nebraska craft brewer's talent and locally sourcing efforts</li> <li>• Advertise at tradeshow/festivals/brewery tours</li> </ul>
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"> <li>• Develop grower tourism strategy</li> <li>• Identify current brewers/growers, in clustered tourism areas</li> <li>• Explore existing marketing tools available (NDA, SARE, partner with UNL)</li> </ul>

<b>Goal</b>	<b>Objective</b>	<b>Action Steps</b>
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"> <li>• Yeast</li> <li>• Barley</li> <li>• Wheat</li> <li>• Hops</li> <li>• Honey</li> <li>• Fruit</li> </ul>	<ul style="list-style-type: none"> <li>• Develop/maintain website; FAQ's for growers</li> <li>• Develop brand recognition for Nebraska growers</li> <li>• Create promotional materials, brochures, displays</li> <li>• Coordinated marketing and advertising campaigns that promote and highlight Nebraska craft brewer's talent and locally sourcing efforts</li> <li>• Advertise at tradeshow/festivals/harvest tours</li> </ul>
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"> <li>• Support production research projects that build support and knowledge for brewing beer (i.e. workshops, classes, certification, etc.)</li> <li>• Research yeast development</li> <li>• Research hop variety development conducive to midwest growing region</li> </ul>
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"> <li>• Breeding Programs/Growers/Processing</li> <li>• Distribution</li> <li>• Breweries</li> <li>• Feedback/Forecasting</li> </ul>	<ul style="list-style-type: none"> <li>• Define industry needs/develop cost effective strategies to improve value/benefits to all members</li> <li>• Develop FAQ/Brochure for brewers and growers (entering the business, equipment needs, what to avoid, challenges, requirements, NLCC)</li> <li>• Identify mentors in the Nebraska and Midwest industry</li> <li>• Engage with UNL/Extension, NHGA, NCBG, NDA and other entities/organizations that impact Nebraska beer industry</li> </ul>

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

# **REQUEST FOR PROPOSALS**







## NEBRASKA

CRAFT BREWERY BOARD

PRESS RELEASE

March 2, 2020  
FOR IMMEDIATE RELEASE

Contact: Zac Triemert  
402-213-5903

### CRAFT BREWERY BOARD SEEKS GRANT PROPOSALS BY APRIL 30 DEADLINE

LINCOLN – The Nebraska Craft Brewery Board is currently accepting grant proposals to fund projects that enhance the state’s hop and craft brewery industry. Individual growers, industry organizations, state and local agencies, educational groups and other stakeholders are eligible and encouraged to apply. The deadline for submitting proposals is April 30.

In Nebraska, craft breweries are defined as small, independent breweries producing less than 20,000 barrels of beer per year. These grants will fund innovative research, development and marketing projects to keep the state’s hop and craft brewery industry competitive.

“There are around 7,500 craft breweries in the U.S. today showing just how popular craft breweries and craft beers have become,” said Nebraska Craft Brewery Board Chair Zac Triemert. “Nebraska is capitalizing on that popularity, as well. In 2011 we had 17 licensed craft breweries. Last year, we more than doubled that amount for a total of 37 craft breweries. In 2019, \$33.4 million of revenue was generated in Nebraska in beer sales alone.”

The Nebraska 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.

Those interested in receiving grant funds must submit a detailed proposal for review and approval by the Nebraska Craft Brewery Board. Instructions for submitting proposals, performance measures and program guidelines are available online at <https://tinyurl.com/NCBB2020rfps>.

Project proposals are for fiscal year July 1, 2020–June 30, 2021. All approved projects must be completed by June 30, 2021. 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 402-471-6857, or by email at [casey.foster@nebraska.gov](mailto:casey.foster@nebraska.gov).

# # #



**Nebraska Craft Brewery Board  
Request for Proposal Application Instructions  
2020 - 2021 Fiscal Year**

Applications Due by U.S. Mail: **April 30, 2020**

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 must be postmarked or sent electronically by **April 30, 2020** to  
[casey.foster@nebraska.gov](mailto:casey.foster@nebraska.gov)

The fillable version of this application can be found online at  
<https://tinyurl.com/NCBB2020>

Questions regarding this grant should be directed to Casey Foster at  
[casey.foster@nebraska.gov](mailto:casey.foster@nebraska.gov) or (402) 471-6857.

## 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, 2020 – June 30, 2021. 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, 2020, and prior to June 30, 2021. 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 organization applying.
2. Name of applicant whose name should be used on all correspondence. Include contact information (address, phone, and e-mail) 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. Project Title**

Provide a descriptive project title in 15 words or less.

#### **C. 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.

#### **D. Area of Focus**

Select the most appropriate area of focus for the proposed project.

- ☐ Research and Development
- ☐ Education
- ☐ Promotion

#### **E. Length of Project**

All projects will begin no earlier than July 1, 2020, and end no later than June 30, 2021. There is no penalty if projects end prior to June 2021.

#### **F. 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.

**G. Goals (5 points)**

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

**H. 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.

**I. 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?*

**J. 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.*

#### **K. Financial Feasibility (25 points)**

This question requires a 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 amount of funds to use for the project. This information will provide assurance that you will have sufficient resources to meet project goals.

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**

<b>Type</b>	<b>Nebraska Craft Brewery Board Funds</b>	<b>Applicant Contributions (In-Kind or Cash)</b>	<b>Total</b>	<b>Purpose</b>
Personnel	\$1,000	\$500	\$1,500	75 hours @ \$20 per hour by John Doe
Travel	\$290	\$0	\$290	200 miles @ \$0.54/mile and 7 days at \$26/day for meals
Supplies	\$700	\$0	\$700	Trellis supplies, chemicals, and hop plants needed



				for research plot
Consultant	\$2,000	\$1,000	\$3,000	XYZ Laboratories for analysis
Other	\$400	\$0	\$400	Cost of publishing the results of the project
<b>Total</b>	<b>\$4,390</b>	<b>\$1,500</b>	<b>\$5,890</b>	

I.

## Signed Agreements Page

### Agreement:

I/we the undersigned applicants hereby make an application for Nebraska Craft Brewery Board funds, under the terms and conditions of the Nebraska Department of Agriculture, as requested above. We 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. 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. 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.

Name of Applicant: \_\_\_\_\_

Title: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_



# **MEETING MINUTES**



**Nebraska Craft Brewery Board Meeting  
Nebraska Department of Agriculture  
301 Centennial Mall South  
Lincoln, NE 68508  
August 5, 2019  
1:00 p.m. – 4:00 p.m.**

**Minutes**

- I. Call to Order** **Zac Triemert**
- a. Attendees - Nate Bell, Bill Boyd, Jim Gillick, Annette Wiles, Zac Trimert, Trixie Koch, Josh Christensen, Patty Richards, Casey Foster, Karen Kollars, Millie B., Mark Jagels, Ashley, Jordan Schlake, Sarah Erdlen
  - b. Public Notices of the meeting was posted in the Grand Island Independent (7/12/19), Beatrice Daily Sun (7/16/19), and the Norfolk Daily News on 7/15/19.
- II. Minutes from May 9, 2019** **Nate Bell**
- a. Roll call vote, unanimous
- III. International Trade** **Mark Jagels**
- a. Talking about getting some Nebraska Beer over to Hong Kong
  - b. Would like to get the Nebraska Craft industry involved
  - c. Food Export of Midwest – mission to grow small and medium size businesses to export
    - i. They offer programs or services to help with the move to international export
    - ii. If no idea where to start, talk to them
    - iii. If the guild would host something they would come and present. Contact Jordan or Mark.
- IV. Grant Proposals** **Zac Triemert**
- a. Sarah – Nebraska Pink Boots Society
    - i. Bring educational seminars to their members and the public. To give women the boost they need to keep going into the craft beer world. Help increase professionalism of the service staff as well. Through things like cicerone. Marketing and business admin help as well. Asking for \$5,000 – for professional speakers to speak/train. Cost reduction on homebrew equipment.

- V. Financial Statements** **Casey Foster**
- a. Casey Reviewed the financial numbers. Some carryover on the economic study grant. Motion to extend Economic Study grant to end of fiscal year based on prior approval. Annette Wiles motioned to approve, 2<sup>nd</sup> by Zac Triemert. Roll call vote, unanimous
  - b. Nate made a motion to approve financials, 2<sup>nd</sup> by Jim. Roll call vote, unanimous
- VI. Website Update** **Casey Foster**
- a. State of Nebraska does not recommend using WordPress. Developer would need to buy a software application to convert to a recommended website format. Zac asked Casey to get the individual we need to talk to so that we know what the state requirements are. Jim asked if we could use grant money to build site. Trixie is asking a friend if they could get a site bid for us.
  - b. Discuss Pink Boots Society grant proposal. Zach made a motion to approve, 2<sup>nd</sup> by Bill Boyd. Roll call vote, unanimous
- VII. Board Nominations** **Zac Triemert**
- a. Zac Trimert – President, Annette Wiles VP, Nate Bell Secretary. Roll call vote, unanimous
  - b. Next meeting TBD
- VIII. Adjourn** **Zac Triemert**
- a. Jim made a motion to adjourn, 2<sup>nd</sup> by Josh

**Nebraska Craft Brewery Board Meeting  
Nebraska Department of Agriculture  
301 Centennial Mall South  
Lincoln, NE 68508  
January 23, 2020  
1:00 p.m. – 4:00 p.m.**

**Minutes**

- I. Call to Order** **Zac Triemert**
- a. Attendees - Nate Bell, Annette Wiles, Zac Triemert, Trixie Koch, Josh Christensen, Casey Foster, Karen Kollars, Katie Kreuser, Gabby Ayala, and Doug Marx
- b. Public Notice was published in the *Norfolk Daily News* (1/8/2020), *North Platte Telegraph* (1/8/2020), *Grand Island Independent* (1/8/2020), and *Beatrice Daily Sun* (1/8/2020).
- II. Minutes from 8/5/2019** **Nate Bell**
- a. Review. Motion made by Trixie to approve, 2<sup>nd</sup> by Annette. Roll call vote,
- III. Website Proposal** **Trixie Koch**
- a. Doug Marx attended the call. He is a web developer and discussed his ideas for the board's website. He talked with the state OCIO office and the board mentioned they would like the web domain to be <http://www.craftbreweryboard.nebraska.gov> and <http://www.ncbb.gov> as the CNAME (alias) of the website in order to point the DNS name <http://www.craftbreweryboard.nebraska.gov> to the right place. Doug has experience with website development and does his own web hosting. He asked to work on a web hosting platform to test it and share with us. Doug only works with WordPress. WordPress is a free, open source, downloadable software. However, if you install it yourself, it means that you and your hosting provider are responsible for your WordPress installation. It also means that you need to do backups, security updates and other upgrades necessary. As the WordPress is the most used CMS platform, it regularly becomes the target of hackers and spammers. Even downloading the reliable security plugins will not surely protect you from security hacks and malicious activities. Although this platform can be used, the State of Nebraska's OCIO office does not recommend using WordPress. Trixie is asking Doug to produce a proposal, but Nate said he too would explore website development options.
- IV. Project Updates** **Casey Foster**
- a. Nebraska Craft Brewers Guild – Gabby
- i. Updates on their grants were provided
- ii. Added some events this year
- iii. Existing events saw increases in revenue

- iv. Poured at GABF to give some breweries a presence
  - v. Booth and marketing materials have been purchased along with some other things coming soon too.
- b. UNL – Katie
    - i. Fund speakers for conference
    - ii. Great lineup of presenters this year
    - iii. New topics this year
    - iv. Conference attendance is down
  - c. Nebraska Department of Agriculture – Casey
    - i. Rolled out the FY 2020 Specialty Crop Block Grant Program. Last year, 14 projects were funded to the tune of \$733,142.16. Nebraska expects to receive the same allotment this year so he encouraged anyone who is interested in specialty crop production to complete a Concept Proposal at <http://www.nebraska.gov>. The deadline to apply is January 31, 2020.
  - d. Nebraska Tourism Commission – Karen
    - i. Discussed the Agritourism and Adventure Travel Workshop. It will be held at the Lied Lodge in Nebraska City February 25-27, 2020.

**V. Discuss Current 2019 - 2020 Fiscal Budget**

**Board Members**

- a. Review December 2019 report
  - i. Not a lot of withdrawals yet
  - ii. Annette made a motion to approve, 2<sup>nd</sup> by Josh. Roll call vote, unanimous

**VI. RFP Review and 2020 Application Process**

**Board Members**

- a. Casey discussed sending out the Request for Proposal and the steps conducted last year. Those interested in receiving grant funds must submit a detailed proposal for review and approval by the Nebraska Craft Brewery Board. Instructions for submitting proposals, performance measures and program guidelines are available online at <https://tinyurl.com/NCBB2020rfps>. Project proposals are for fiscal year July 1, 2020 – June 30, 2021. All approved projects must be completed by June 30, 2021. Proposals must clearly explain how the funds will be used and how they will enhance the competitiveness of Nebraska's craft beer industry.
- b. The application can be accessed at <https://tinyurl.com/NCBB2020>. The deadline to apply is April 30, 2020.
- c. Nate was going to address the attendees at the 2020 Nebraska Grower and Brewer Conference and Trade Show in Kearney to encourage interested individuals and entities to apply.

**VII. Allocation of Funding**

**Board Members**

- a. Nebraska Beer Alliance Passport - Gabby



- i. Decided to hold off and submit an application for funding during the 2020-21 fiscal year.

**VIII. Next Meeting**

**Board Members**

- a. Nebraska Dept of Ag., May 7, 2020 beginning at 11:00 a.m.

**IX. Adjourn**

**Board Members**

- a. Nate made a motion to adjourn, 2<sup>nd</sup> by Trixie.

**Nebraska Craft Brewery Board Meeting**  
**Nebraska Department of Agriculture**  
**301 Centennial Mall South**  
**Lincoln, NE 68508**  
<https://tinyurl.com/JuneMtg>  
**Meeting Password is 2020**  
**June 4, 2020**  
**1:00 p.m. – 4:00 p.m.**

**Meeting Minutes**

- I. Call to Order** **Zac Triemert**  
a. Attendance – Zac Triemert, Annette Wiles, Bill Boyd, Jim Gillick, Nate Bell, Karen Kollars, Casey Foster, Patty Richard, Josh Christensen, Ashley Bonebright, Felicia Knoerzer, Jameon Rush, Changmou Xu, Jim Engelbart, Janell Anderson Ehrke, Mitch Hunt

- II. Public Notice** **Nate Bell**  
Notice for this meeting was published in the North Platte Telegraph (5/16/2020), Star Herald (5/15/2020), Grand Island Independent (5/18/2020), Norfolk Daily News (5/19/2020), and Kearney Hub (5/16/2020).

- III. Minutes from 1/23/2020** **Nate Bell**  
a. Review  
b. Annette made a motion to approve, 2<sup>nd</sup> by Bill. Roll call vote, unanimous

- IV. Grant Proposal Presentations** **Grant Applicants**  
a. Unanimous – Good Life, Great Beer Video Series – Season One  
i. Asking \$37,039 or a smaller amount at \$26,933  
  
b. Huntrex – Nebraska Craft Brewery Board Website  
i. Proposal - \$1,200 first year  
ii. \$600 annually  
  
c. NCBG – Executive Director Salary 2020-2021  
i. Proposal - \$50,000 salary  
  
d. NCBG – Nebraska Beer Alliance App  
i. App to get a Nebraska craft passport program  
ii. Promote tourism  
  
e. Funds can't be used for SWAG, but can be for advertising  
Grow Nebraska – Brewing Better Business

- i. Help breweries in marketing their business via Google and other social media platforms
  - ii. Grow Nebraska
  - iii. Willing to pivot to different topics as needed
- f. UNL – A Craft Brewery Industry Dilemma: Can Blended Local Public Hop Varieties Match a Proprietary Hop
  - i. COVID-19 presented some issues with current study
  - ii. Next step in the process
- g. NDA – Nebraska Agricultural Youth Institute \$5,000 dollar sponsorship for their 2020 and 2021 conferences
  - i. NDA requested a 15 minute brewery/hop grower video
  - ii. 176 planned to attend 2020 institute
  - iii. Date of 2020 conference – July 6<sup>th</sup> – 10<sup>th</sup>

## **V. Discuss Grant Proposals**

## **Board Members**

- a. Funding Request - \$147,762
- b. Funding available - \$286,850
- c. Review
  - i. Unanimous – Good Life, Great Beer Video Series – Season One
    - a) Come back to us with a 2 episode proposal
    - b) Zac will contact
  - ii. Huntrex – Nebraska Craft Brewery Board Website
    - a) Approve as an expense - \$1,200
  - iii. NCBG – Executive Director Salary 2020-2021
    - a) Fully fund at \$50,000
  - iv. NCBG – Nebraska Beer Alliance App
    - a) Fully Fund at \$11,000
  - v. Grow Nebraska – Brewing Better Business
    - a) Identify what the brewers need through a survey
    - b) Zac will contact
  - vi. UNL – A Craft Brewery Industry Dilemma: Can Blended Local Public Hop Varieties Match a Proprietary Hop
    - a) Fully Fund at \$22,023
  - vii. NDA – Nebraska Agricultural Youth Institute
    - a) Fully Fund at \$5,000
- d. Roll call vote
  - i. Motion to approve Annette, second Josh
  - ii. Roll call, unanimous

- VI. Discuss Current Financial Statement** **Board Members**
- a. Review
  - b. Motion to approve Annette, Second Bill. Roll call vote, unanimous

- VII. Review Annual Budget** **Board Members**
- a. Review
  - b. Motion to approve Nate, Second Annette. Roll call vote, unanimous

- VIII. Other**
- a. Casey is working with UNL to host a Nebraska Specialty Crop Conference and Trade Show Feb. 25-26, 2021.
  - b. Task Force is selecting topics and deciding if conference will be held in-person or virtually
  - c. Casey intends hops will be one of the topics addressed at the conference

- IX. Next Meeting** **Board Members**
- a. August 6<sup>th</sup>, 2020, 1 – 4 p.m.

- X. Adjourn** **Board Members**
- a. Motion to adjourn – Zac, Second Annette

<b>Nebraska Craft Brewery Board Proposals</b>				
<b>2020 - 21 Fiscal Year</b>				
<b>Grant Proposal Title</b>	<b>Applicant</b>	<b>Project Description</b>	<b>Amount Requested</b>	<b>Approved for Funding</b>
A Craft Brewery Industry Dilemma: Can Blended Local Public Hop Varieties Match a Proprietary Hop?	University of Nebraska - Lincoln	Create several blended varieties of hops using locally grown Nebraska hops that can match the Pacific Northwest proprietary aroma hops.	\$22,023.00	Yes
Executive Director Salary 2020-2021	Nebraska Craft Brewers Guild	Fund the salary of the NCBG's Executive Director to lead, coordinate and facilitate growth of its member	\$50,000.00	Yes
Nebraska Beer Alliance App	Nebraska Craft Brewers Guild	Create a Nebraska Beer Alliance App. Sell 500 downloads to beer consumers to drive visits	\$11,000.00	Yes
Brewing Better Business	Grow Nebraska	Encourage brewers to participate in the NCBG meetings and 4 regional workshops. Workshops will be	\$21,500.00	Yes
Nebraska Craft Brewery Board Website	Huntrex	Construct, launch and maintain a website for the Nebraska Craft Brewers Board. The website will be efficient,	\$1,200.00	Yes
Good Life, Great Beer Video Series - Season One	Unanimous	Creat an episodic video series focused on promoting, marketing, and enhancing the overall craft beer industry in	\$37,039.00	No
Nebraska Agricultural Youth Insitute	Nebraska Department of Agriculture	Weeklong experience for high school juniors and seniors from across Nebraska to learn more about career opportunities within agriculture. This conference features speakers, workshops, agricultural education, networking with peers and industry leaders, professional development, leadership experience, fun and new friends!	\$5,000.00	Yes



# **2019 – 2020 FISCAL REPORT**





# CRAFT BREWERY PROMOTION BOARD

JULY 1, 2019 - JUNE 30, 2020

	FY2019-20	JUNE	FY2019-2020	YTD AS %	
DESCRIPTION	BUDGET	2020	YR-TO-DATE	OF BUDGET	
BEGINNING CASH BALANCE	\$ 153,679	\$ 193,768.37	\$ 153,678.59		
REVENUE:					
Brewery Fees	\$ 4,750	\$ 0.00	\$ 750.00		
Shipper License Fees	104,000	0.00	112,500.00		
Other Revenue	0	0.00	0.00		
Investment Interest	2,000	269.05	3,007.22		
Total Revenue	\$ 110,750	\$ 269.05	\$ 116,257.22	105%	
TOTAL AVAILABLE CASH	\$ 264,429	\$ 194,037.42	\$ 269,935.81		
EXPENDITURES:					
Administrative					
Printing (Annual Report)	\$ 300	\$ 0.00	\$ 0.00		
Board Meeting Notices	200	51.82	102.43		
Board Expenses	3,000	0.00	1,124.16		
Total Administrative Expenditures	\$ 3,500	\$ 51.82	\$ 1,226.59	35%	
Promotion					
NCBA Executive Director Management Expenses (18-13-330)	\$ 25,000	\$ 4,153.53	\$ 20,820.17		
NCBA Executive Director Mgt. Exp-18/19	2,083	0.00	2,083.33		
Ne Grower & Brewer Conference (18-13-375)	11,000	0.00	0.00		
Booth & Marketing Materials (18-13-376)	5,000	0.00	1,022.73		
Total Promotion	\$ 43,083	\$ 4,153.53	\$ 23,926.23	56%	
Education					
2020 Annual Ne Agri/Eco Tourism Workshop (18-13-379)	\$ 7,000	\$ 7,000.00	\$ 7,000.00	100%	
Research					
Public Hop Varieties Match a Proprietary Hop (18-13-377)	\$ 32,846	\$ 8,442.98	\$ 28,290.90		
Analytical tests for brewing traits breeding lines (18-13-378)	6,640	518.40	941.42		
Total Research	\$ 39,486	\$ 8,961.38	\$ 29,232.32	74%	
Prior year Obligations Paid in Current Year					
Breeding to Develop Midwest Adapted Hops (18-13-355)	\$ 3,432	\$ 0.00	\$ 3,432.26		
Improved Hop Production in the Midwest (18-13-354)	1,083	0.00	155.27		
Barley to Barrel (18-13-334)	9	0.00	8.52		
2018-19 St Ec Impact of NCB (18-13-356)	5,098	0.00	2,653.81		
USDA-ARS Corvallis Exp Hop Agronomic Trials (18-13-353)	9	0.00	8.02		
Total Prior Year	\$ 9,631	\$ 0.00	\$ 6,257.88	65%	
Unobligated Expenditures	\$ 121,000	\$ 0.00	\$ 0.00		
Total Expenditures	\$ 223,700	\$ 20,166.73	\$ 67,643.02	30%	
Adjustment to Fund Balance	0	0.00	(28,422.10)		
ENDING CASH BALANCE	\$ 40,728	\$ 173,870.69	\$ 173,870.69		
*The ending cash balance is 100% invested in the short-term investment pool.					
Percent of Fiscal Year Elapsed: 100%					
FY18-19 Revenue to Date: \$127,312.47					
FY 18-19 Expenditures to Date: \$ 47,476.29					



# 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 \_\_\_\_\_ 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, except that at the expiration of the terms of the members in 2022, the Governor shall appoint two members for a term of one year, two members for a term of two years, and three members for a term of three years, and their successors shall be appointed for a term of three years. Upon completion of a term, a member may, at the Governor's discretion, 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 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.

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.