

**Advisory Commission on Maryland Alcohol  
Manufacturing and Promotion Planning Meeting  
MINUTES**

November 16, 2023  
Maryland Department of Agriculture  
50 Harry S. Truman Parkway  
Annapolis, MD, 21401  
**November 16, 2023**  
10:00 AM- 12:00 PM

**IN ATTENDANCE:**

Dr. Joe Fiola, University of Maryland Extension  
Janna Howley, Grow and Fortify  
Kelly Dudeck, Maryland Wineries Association & Brewers Association of Maryland (BAM)  
Robert Butz, Windridge Vineyards  
Joan Cartier, Links Bridge Vineyards  
Jaime Windon, Lyon Rum  
Mark Burke, Streetcar 82 Brewing  
Steven Connelly, Maryland Department of Agriculture  
Liz Fitsimmons, Maryland Office of Tourism  
Brian Lawrence, Maryland Office of Tourism  
Julia Bouie, Maryland Office of Tourism

**Via Google:**

Jeffrey Kelly, Maryland Alcohol, Tobacco, and Cannabis Commission  
Roy Crow, Crow Vineyards

**I. Presentation of Holiday- Give the Gift of Maryland” promotion**

- A. Brian Lawrence, Advertising and Content, OTD, presented the “FY24 Drink Maryland” Paid Media Recommendation presentation. This project will be launched in early December to support the breweries, wineries, and distilleries (BWDs) across the state. Maryland’s breweries, wineries and distilleries are fast becoming economic drivers creating destinations that attract tourists. Beverages such as beer, wine, spirits, ciders, and meads have enormous potential for value-added agriculture and agritourism revenue. Activities include hosting a private event, trying winter

varieties, live music, tasting tours, and special events. The campaign will direct people to the sites below:

Primary LP:

<https://www.visitmaryland.org/culinary/breweries-distilleries-wineries>

Secondary LPs:

<https://www.visitmaryland.org/article/maryland-craft-beer>

<https://www.visitmaryland.org/things-do/maryland-distilleries>

All pages will be scrubbed and thoroughly reviewed by members for accuracy. Jamie will take the lead to push out to manufacturers and send updates to Brian Lawrence. Once creative and links are verified everyone can put this information on their sites.

For additional information on how to work with OTD please visit [https://www.visitmaryland.org/sites/default/files/2023-09/OTD-Check-List-UPDATED\\_9-2023.pdf](https://www.visitmaryland.org/sites/default/files/2023-09/OTD-Check-List-UPDATED_9-2023.pdf).

## **II. Update on Press Release**

- B. There is more work to be done before a press release. Applications have not reopened, Liz Fitzsimmons will prepare the 1st draft of the RFP. Looking at how similar Boards work would be helpful too, the Southern Maryland grant is a great template.

## **III. Meeting Dates and format 2024**

- C. The group recommended a “check in” regular update from Liz Fitzsimmons on what is happening in the process. Joe Fiola volunteered to spearhead communications for the group. The group would like a financial statement prior to each meeting. A poll will be conducted to determine format and dates for 2024.

## **IV. Next steps**

- D. PR, Website - Jaime Windon

Collaborative- Joe Fiola

It was sadly announced that Grow and Fortify will close its doors at the end of year. There were many accolades, thank you's and fond memories shared.

**V. Close and Adjourn**

Adjournment was called at 12:00 pm.