



CITY OF MARSHALL AGENDA ITEM REPORT

Presenter:	Eric Luther
Meeting Date:	Tuesday, July 23, 2024
Category:	NEW BUSINESS
Type:	ACTION
Subject:	Tall Grass Agreements for Canning, Photograph Use, and Fiscal Agent
Background Information:	<p>Tall Grass purchases beer from Brau Brothers as part of their normal course of business in acquiring inventory to offer customers. Brau offered to brew and can four (4) types of beer labeled with a design/name unique to the City of Marshall to be sold exclusively at Tall Grass.</p> <p>City staff decided the 4 types to be brewed and canned with the local branding are Cultivate (pale ale), Brew 1872 (amber ale), Jiminey Jumper Juicy Apple (light apple lager), and Mustang Golden Ale. Tall Grass will purchase 200 cases of each type.</p> <p>Lauren Deutz designed the 3 cans associated with the City and Tall Grass, while SMSU staff designed the can for Mustang Golden Ale. The City worked with a graphic designer from Henle Printing for design of the 12-packs.</p> <p>The can for Brew 1872 uses a photograph of the train station provided by the Lyon County Historical Society. The Historical Society agrees to grant permission with no charge to or fee paid by the City.</p> <p>Tall Grass offered to donate \$1.00 to the SMSU Foundation from the sale of Mustang Golden Ale 6-packs and \$1.00 from the sale of the Tall Grass Fridge Pack (which will include 3 cans of Mustang Golden Ale).</p> <p>The beer is expected to be available for sale at Tall Grass at/around the start of Sounds of Summer.</p> <p>City Attorney Pam Whitmore provided the draft agreements.</p>
Fiscal Impact:	The City will pay Brau Brothers its previously negotiated rate for the 200 cases of each of the 4 types of locally branded beer. A portion of the sales for Mustang Golden Ale will be distributed to the SMSU Foundation.
Alternative/Variations:	
Recommendations:	Approve the agreements for local branding canning (with Brau Brothers), permission to use photographs (with Lyon County Historical Society) and fiscal agent (with SMSU Foundation) and authorize the Mayor and City Clerk to sign each agreement.