



GRETCHEN WHITMER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF AGRICULTURE
AND RURAL DEVELOPMENT

GARY MCDOWEL
DIRECTOR

MICHIGAN CRAFT BEVERAGE COUNCIL

Approved Minutes

January 20, 2021 – 1:00-3:00 p.m.

Microsoft Teams Meeting | +1 248-509-0316 | Conference ID: 898 401 019#

Council Members Present

Peter Anastor, Michigan Department of Agriculture and Rural Development (MDARD) on behalf of Director Gary McDowell

Richard Anderson, Iron Fish Distillery

Larry Bell, Bell's Brewery Inc.

Michael Chetcuti, Arbor Brewing, Baia Estate, Bigalora, and Michigan Hop Alliance

Scott Graham, Michigan Brewers Guild

Robert Jacobson, Leelanau Wine Cellars

Brian Lesperance, Fenn Valley Vineyards

Zachary Owen, Temperance Distilling

Erin Walton, Meijer, Inc.

Council Members Absent

Mike Beck, Uncle John's Cider Mill

Others Present (excluding public attendees)

Jenelle Jagmin, MDARD

Kelly Krone, Michigan Liquor Control Commission

Johnathon Schweda, MDARD

Jamie Zmitko-Somers, MDARD

Welcome

The meeting was called to order at 1:06 p.m. by Peter Anastor, who chaired the meeting as the designee of Director Gary McDowell. He noted this was his last time chairing the MCBC meetings and introduced Jamie Zmitko-Somers as the incoming Director of the Agriculture Development Division within MDARD.

Agenda for the January 20,2021 Meeting

MOTION: ROBERT JACOBSON MOVED TO APPROVE THE AGENDA FOR JANUARY 20, 2021. BRIAN LESPERANCE SECONDED. MOTION CARRIED UNANIMOUSLY.

Minutes of December 7, 2020 Meeting

MOTION: MICHAEL CHETCUTI MOVED TO APPROVE THE MINUTES OF THE DECEMBER 7, 2020 MEETING. ROBERT JACOBSON SECONDED. MOTION CARRIED UNANIMOUSLY.

Council Member Comments, Introductions, and Updates

Scott Graham: Provided an update as a representative of micro brewers and brewpub license holders.

Larry Bell: Provided an updated as a representative of the large brewers.

Michael Chetcuti: Provided an update as a representative of a representative of restaurants that hold a class C license and serve Michigan wines, beer, or spirits.

Erin Walton: Provided an update as a representative of retail food establishments.

Brian Lesperance: Provided an update as a representative of wine makers.

Richard Anderson: Provided an update as a representative of small distillers.

Bob Jacobson: Provided an update as a representative of wine makers.

Jamie Zmitko-Somers: Introduced herself and provided a brief overview of her background and experience within MDARD.

Kerry Krone: Introduced herself as a public attendee and explained her role as the business manager for the Michigan Liquor Control Commission.

Peter Anastor: Provided an update as a representative of MDARD.

Public Comment (*on agenda items only*)

No public comment.

Research Committee Report

Richard Anderson gave an update from the Research Committee on the fiscal year 2021 research grant proposals. He provided an overview of the projects recommended by the

Joint Evaluation Committee, totaling \$274,003 and leveraging \$225,644 in match dollars. He also thanked Peter Anastor for his assistance supporting the MCBC and the MCBC's Joint Evaluation Committees.

MOTION: SCOTT GRAHAM MOVED TO APPROVE THE NINE RECOMMENDED RESEARCH GRANT PROPOSALS. BRIAN LESPERANCE SECONDED. MOTION CARRIED UNANIMOUSLY.

The Council discussed engaging with colleges and universities around the state to promote the research program. Peter Anastor, and Jenelle Jagmin noted a conversation with Michigan State University's Food Science and Human Nutrition Department regarding craft beverage-related programming.

Promotion Committee Report

Brian Lesperance presented an update from the Promotion Committee, which will continue to meet monthly. Over the holidays the Promotion Committee worked with LKF Marketing to coordinate a successful digital campaign to share a message of gratitude on behalf of the craft beverage supply chain.

The Promotion Committee also discussed partnering with Pure Michigan but determined the MCBC is not quite ready. The focus for this year will be on content creation and engaging the consumer, with hope of being more prepared for tourism-related outreach next year.

FY21 Budget Discussion

Peter Anastor presented an update on the fiscal year 2021 budget. Licensing fees collected in 2020 were greater than originally anticipated, resulting in a higher carry-forward. The presented budget does not include the digital campaign's expenses, which should be reflected on the budget update at the next meeting. He noted the State of Michigan has begun planning the budget for fiscal year 2022.

Staff Report

Jenelle Jagmin presented a staff update regarding the below projects:

Strategic Plan

A strategic planning meeting was held in December 2020 with Michigan State University's National Charrette Institute. Both short- and long-term goals were developed for the MCBC's review. Richard Anderson asked to have approximate budgets assigned for each of the goals to help the Council better prioritize these goals moving forward.

Jenelle Jagmin asked for Council feedback on the strategic plan document by January 29.

Stakeholder Engagement

Regular meetings are held with each of the following: Michigan Liquor Control Commission; the Department of Environment, Great Lakes, and Energy; and the Michigan Wheat Association.

Jenelle Jagmin also holds monthly meetings with the Michigan wine trails and participates in meetings with various craft beverage trade associations.

Thank You

Jenelle Jagmin thanked Peter Anastor for being a pleasure to work with, for being an excellent mentor, and for helping lay the groundwork for the creation of this council.

New Business

Richard Anderson asked about returning to the Council's statewide tour of Council Members' facilities when the pandemic allows. Peter Anastor stated it would be best to continue to hold the scheduled virtual meetings, but to begin planning to meet in a more traditional setting in the future pending allowance.

Public Comment

There was no public comment.

Adjourn

MOTION: ROBERT JACOBSON MOTIONED FOR THE COUNCIL MEETING TO ADJOURN. BRIAN LESPERANCE SECONDED. MOTION CARRIED UNANIMOUSLY.

The Craft Beverage Council meeting adjourned at 2:27 p.m.