

MINUTES
Michigan Craft Beverage Council
July 10, 2019
Temperance Distilling, Temperance, Michigan

Council Members Present:

Peter Anastor, Michigan Department of Agriculture and Rural Development
Brian Lesperance, Fenn Valley Winery
Rosalind Mayberry, D&W Fresh Market
Scott Graham, Michigan Brewers Guild
Brad Stevenson, Founders Brewing Company
Richard Anderson, Iron Fish Distillery
Zachary Owen, Temperance Distilling

(By Phone)

Dustin Stabile, Mackinaw Trail Winery

Others Present:

Sherry Goodreau, Michigan Craft Beverage Council
Jenelle Jagmin, MDARD
Sara Morgan, LKF Marketing
Alyssa Benson, LKF Marketing
Kerry Krone, Michigan Liquor Control Commission
Sarah Weber, Michigan Liquor Control Commission
Mark Cooper, Salt Free Water Solutions

Members Absent

Jim Holton, Mountain Town Station Restaurant & Brew Pub
Mike Beck, Uncle Johns Cider Mill

Welcome and Introductions

The meeting was called to order at 1:03 by Peter Anastor who will chair this meeting for the Director. Peter thanked Zach Owen and Temperance Distilling for hosting the Craft Beverage Council meeting.

Agenda for the July 10, 2019 Meeting

MOTION: ROSALIND MAYBERRY MOVED TO APPROVED THE AGENDA FOR APRIL 16, 2019. BRIAN LESPERANCE SECONDED. MOTION CARRIED UNANIMOUSLY.

Minutes of the April 16, 2018 Meeting

MOTION: SCOTT GRAHAM MOVED TO APPROVE THE MINUTES OF THE APRIL 16, 2019 CRAFT BEVERAGE COUNCIL MEETING WITH A CORRECTION TO BRAD STEVENSON'S COLORADO TRIP. ZACH OWEN SECONDED. MOTION CARRIED UNANIMOUSLY.

Council Member Comments and Updates

Jenelle Jagmin has been selected as the new program manager for the Michigan Craft Beverage Council.

Richard Anderson-the season is going well for Iron Fish Distillery. There was a Legislative hearing scheduled in June on the structure for distilled spirits. The introduced bill would reduce the state markup for distillers that use a certain percent of Michigan grain.

Brian Lesperance- SW Michigan working through a tough year on the vinifera side. Hybrids should be a full crop. Fantastic start on consumer side.

Roz-D&W Market now has wine stewards in every store, educating sellers and consumers

Zach Owen- Temperance Distilling is off to good start to summer. Changes on national scale, process going up for everything. Push for Michigan grain.

Scott Graham -July Michigan Craft Beer Month. Craft Beer Festival in Ypsilanti, July 26-27.

Strategic Goal Setting Exercise

Dave Ivan from Michigan State University came to the meeting as the facilitator for a goal-setting exercise. The objective is to better define why the council exists, what the council aspires to do, and what are the council's roles and responsibilities in this mission. The council had a thorough discussion with a focus on goals and actions.

Dave led the conversation and provided notes to Peter Anastor and Jenelle Jagmin.

FY19 Budget Update

Peter gave the council budget update (Attachment A). Peter Anastor reviewed the current budget with the council. The council will approve the 2020 budget at the next council meeting in October.

Research Committee Report

Peter gave the research report for the council. Dustin was having technical difficulties with the phone line. The council priorities were presented for 2020 (Attachment B). After reviewing, the council would like to narrow the priorities and make them more specific to bring in better proposals. It was also determined that each year the priorities will most likely change depending on what the emerging issues are. A timeline for the 2020 grants process was also given to the council (Attachment C).

Industry Framework proposal (Attachment D) was discussed.- The Research Committee indicated that Trey Malone, and Bill Knudson from Michigan State University participated in a conference call with the research committee to help guide the committee.

Richard is proposing \$100,000 to move forward. Seeks individual interviews.

MOTION: BRAD STEVENSON MOVED TO CREATE A REQUEST FOR PROPOSALS FOR THE INDUSTRY FRAMEWORK PROJECT WITH A BUDGET OF NOT MORE THAN \$100,000.00. IT WAS STIPULATED THAT THE COUNCIL WILL REVIEW THE PROPOSALS. ROSALIND MAYBERRY SECONDED. CARRIED UNANIMOUSLY.

Promotion Committee Report

Roz Mayberry presented the logo chosen by the promo committee. The committee is very happy with the work LKF Marketing did on the logo.

Roz discussed the website which was mainly consumer focused. The committee has determined the website needs more of an industry component; in relation to industry growers and producers. How much do we include consumers moving forward?

Sarah Morgan from LKF presented the website plan (Attachment E). The council again needs to decide what they see as priorities regarding the website. The website trip planner will be

expensive to maintain and draining on staff time. LKF recommends the event page be taken down. Pure Michigan has an event page the industry can use that is a self-serve. The council determined that maintaining the social media facets the Michigan Department of Agriculture and Rural Development have in place can house the Michigan Craft Beverage Council. This will include; Facebook, Instagram and Twitter and will be rebranded with the Michigan Craft Beverage logo. This can be revisited later if needed.

New Business

Peter Anastor announced the following council member terms will be expiring in October 2019. Those affected are Rosalind Mayberry, Dustin Stabile, and Zach Owen. They can reapply if interested.

2019 Meeting Dates

October 9, 2019 Mountain Town Station Restaurant and Brew Pub, Mt. Pleasant

Public Comment

Mark Cooper introduced himself and his company Salt Free Water Systems.

Adjourn

**MOTION: ZACH OWEN MOVED THE COUNCIL ADJOURN; SCOTT GRAHAM SECONDED.
THE CRAFT BEVERAGE COUNCIL MEETING ADJOURNED AT 4:08 PM.**

Attachments

- A) Council Updated Budget
- B) Research Priorities 2020
- C) Research Timeline 2020
- D) D0 Industry Framework Proposal
- E) LKF Website Plan