



GRETCHEN WHITMER  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF AGRICULTURE  
AND RURAL DEVELOPMENT

GARY MCDOWEL  
DIRECTOR

**MICHIGAN CRAFT BEVERAGE COUNCIL**

**Draft Minutes**

December 11, 2020 – 9:00 a.m. – 12:00 p.m.

Zoom Meeting | +1 646-876-9923 | Conference ID: 929 2471 6684 | Passcode: 521325

Council Members Present

Gary McDowell, Michigan Department of Agriculture and Rural Development (MDARD)  
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*)

Pete Anastor, MDARD  
Jenelle Jagmin, MDARD  
Johnathon Schweda, MDARD  
Holly Madill, Michigan State University National Charrette Institute  
Marie A. Ruemenapp, Michigan State University National Charrette Institute

Welcome

The meeting was called to order at 9:03 a.m. by MDARD Director Gary McDowell.

Agenda for the December 11, 2020 Meeting

**MOTION: ROBERT JACOBSON MOVED TO APPROVE THE AGENDA FOR DECEMBER 11, 2020. SCOTT GRAHAM SECONDED. MOTION CARRIED UNANIMOUSLY.**

Minutes of October 7, 2020 Meeting

**MOTION: ROBERT JACOBSON MOVED TO APPROVE THE MINUTES OF THE OCTOBER 7, 2020 MEETING. BRIAN LESPERANCE SECONDED. MOTION CARRIED UNANIMOUSLY.**

Public Comment (on agenda items only)

No public comment.

Facilitated Strategic Planning Activities

The MCBC conducted a strategic planning session, facilitated by Michigan State University National Charrette Institute. Topics included promoting Michigan's craft beverage industry, increasing research opportunities, providing education and resources to the industry, and developing the industry further.

Public Comment

There was no public comment.

Adjourn

**MOTION: LARRY BELL MOTIONED FOR THE COUNCIL MEETING TO ADJOURN. ROBERT JACOBSON SECONDED. MOTION CARRIED UNANIMOUSLY.**

The Craft Beverage Council meeting adjourned at 11:41 a.m.