



GRETCHEN WHITMER  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF AGRICULTURE  
AND RURAL DEVELOPMENT

GARY MCDOWELL  
DIRECTOR

**MICHIGAN CRAFT BEVERAGE COUNCIL**

**Draft Minutes**

July 14, 2021 – 1:00-3:30 p.m.

Microsoft Teams Meeting | +1 248-509-0316 | Conference ID: 323541482#

Council Members Present

Jamie Zmitko-Somers, Michigan Department of Agriculture and Rural Development (MDARD) on behalf of Director Gary McDowell

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

Erin Walton, Meijer, Inc.

Council Members Absent

Richard Anderson, Iron Fish Distillery

Mike Beck, Uncle John's Cider Mill

Zachary Owen, Temperance Distilling

Others Present (excluding public attendees)

Jenelle Jagmin, MDARD

Johnathon Schweda, MDARD

Ashley Steffen, MDARD

Sara Weber, Michigan Liquor Control Commission

Welcome

The meeting was called to order at 1:10 p.m. by Jamie Zmitko-Somers, who chaired the meeting as the designee of Director Gary McDowell.

## Agenda for the July 14,2021 Meeting

**MOTION: SCOTT GRAHAM MOVED TO APPROVE THE AGENDA FOR JULY 14, 2021. ROBERT JACOBSON SECONDED. MOTION CARRIED UNANIMOUSLY.**

## Minutes of April 14, 2021 Meeting

**MOTION: BRIAN LESPERANCE MOVED TO APPROVE THE MINUTES OF THE JANUARY 20, 2021 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.

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

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.

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

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

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

Jamie Zmitko-Somers: Provided an update as a representative of MDARD.

## Public Comment (*on agenda items only*)

No public comment.

## Legislative Liaison Update

Ashley Steffen, Legislative Liaison at MDARD, introduced herself and provided an update on two pieces of legislation moving through the Michigan House of Representatives and Michigan Senate: House Bill 4842 and Senate Bill 494. Ashley Steffen also explained how lead agencies are assigned to pieces of legislation.

## Research Committee Report

Jenelle Jagmin gave an update from the Research Committee in Richard Anderson's absence. The Research Committee discussed research grant priorities for fiscal year 2022 with one priority focusing on sustainable water use and wastewater discharge. Many grant extensions are being requested and MDARD is working with the grantees on proper filings.

## Promotion Committee Report

Brian Lesperance presented an update from the Promotion Committee, continues to meet monthly. He noted the Promotion Committee will continue to work on consumer facing assets, including brochures and the website. Michael Chetcuti has been leading the culinary connections project for use on the MCBC's social media. The Promotion Committee is creating a gallery on the website to capture and feature industry profiles to reinforce the "thank you/supply chain" messaging from the fall campaign.

## Staff Report

Jenelle Jagmin presented a staff update regarding the below projects:

### *Specialty Crop Block Grant*

In February, the Council applied for a Specialty Crop Block Grant, of \$45,662 over two years, to create, maintain, and promote a directory or database of specialty crop growers specific to the craft beverage supply chain. This grant application has been recommended by the Joint Evaluation Committee for approval and will be reviewed by the United States Department of Agriculture for final approval.

### *Diversity, Equity, and Inclusion in the Craft Beverage Sector*

Jenelle Jagmin will be releasing a proposal seeking a minimum of three bids for a third-party facilitator to guide the MCBC through incorporating diversity, equity, and inclusion into the craft beverage sector. One bid has been received and two additional bids are expected.

### *Communications Efforts*

Jenelle Jagmin and Ashley Steffen distributed MCBC brochures to the Michigan legislators. LKF is brainstorming ideas for small swag items branded with the MCBC logo for passing out to the public at events. Jenelle Jagmin will be including Ashley Steffen in future MCBC meetings to provide revive the legislative liaison reports. Additionally, the MCBC has been featured on the "*The Michigan Opportunity*" podcast, with Ed Clemente, where Jenelle Jagmin was a guest speaker.

### *Industry Engagement*

Jenelle Jagmin will be volunteering as a steward at the Great Lakes International Cider and Perry Competition in Grand Rapids, MI at the end of July 2021. She has also been assigned as an advisor to the Michigan Agritourism Association's Board of Directors.

## FY21 Budget Update and Amendments

Jenelle Jagmin provided a high-level review of the Council's fiscal year 2021 budget.

### New Business/Council Priorities

Council members discussed wastewater management and proposed a sub-committee could be created.

### Public Comment

No public comment.

### Adjourn

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

The Craft Beverage Council meeting adjourned at 2:41 p.m.



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## **DESIGNATION OF AUTHORITY**

As Director of the Michigan Department of Agriculture and Rural Development, I hereby designate Jamie Zmitko-Somers to act in my absence as my “Official Designee” on the **Michigan Craft Beverage Council**.

This designation shall remain in effect until it is rescinded in writing, or a new agency director is appointed.

A handwritten signature in blue ink that reads "Gary McDowell".

Gary McDowell, Director  
Michigan Department of Agriculture and Rural Development

Dated: January 25, 2021