



GRETCHEN WHITMER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF AGRICULTURE
AND RURAL DEVELOPMENT

GARY MCDOWELL
DIRECTOR

MICHIGAN CRAFT BEVERAGE COUNCIL

Approved Minutes

January 26, 2022 – 1:00-3:30 p.m.

Microsoft Teams Meeting | +1 248-509-0316 | Conference ID: 56940290#

Council Members Present

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

Richard Anderson, Iron Fish Distillery

Mike Beck, Uncle John's Cider Mill

Sean Black, Meijer, Inc

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

Scott Graham, Michigan Brewers Guild

Robert Jacobson, Leelanau Wine Cellars

Zachary Owen, Temperance Distilling

Jessica Youngblood, Youngblood Vineyard

Council Members Absent

Gary McDowell, Director of MDARD

Others Present (excluding public attendees)

Jenelle Jagmin, MDARD

Johnathon Schweda, MDARD

Ashley Steffen, MDARD

Welcome

The meeting was called to order at 1:09 p.m. by Jamie Zmitko-Somers, who chaired the meeting as the designee of Director Gary McDowell.

Agenda for the January 26,2022 Meeting

MOTION: ROBERT JACOBSON MOVED TO APPROVE THE AGENDA FOR JANUARY 26, 2022. SCOTT GRAHAM SECONDED. MOTION CARRIED UNANIMOUSLY.

Minutes of September 29, 2021 Meeting

MOTION: ROBERT JACOBSON MOVED TO APPROVE THE MINUTES OF THE SEPTEMBER 29, 2021 MEETING. ZACHARY OWEN SECONDED. MOTION CARRIED UNANIMOUSLY.

Council Member Comments, Introductions, and Updates

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

Zachary Owen: Provided an update as a representative of distillers that manufacture more than 60,000 gallons of spirits each year.

Sean Black: Introduced himself and provided an update as a representative of retail food establishments.

Jessica Youngblood: Introduced herself and provided an update as a representative of wine makers.

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

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

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.

Mike Beck: Provided an update as a representative of wine makers that primarily manufacture cider.

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 Executive Directive 2022-1 for the creation of the Office of Rural Development. The

MEAP reauthorization legislation, PA 123 of 2021, passed in December 2021. There may be an update to the cottage food laws, presented to the legislature, to increase the current cap of \$25,000. There is a seven-bill package being worked upon to expand the availability of certificates of free sale. Ashley Steffen answered questions from the Council.

Research Committee Report

Richard Anderson gave an update from the Research Committee focusing on research grant applications received by the Council. The Research Committee reviewed the grant applications and prepared recommendations for funding by the Council.

MOTION: RICHARD ANDERSON MOVED TO APPROVE THE MCBC GRANT APPLICATIONS AS SUBMITTED TO THE COUNCIL. ZACHARY OWEN SECONDED. MOTION CARRIED UNANIMOUSLY.

Jenelle Jagmin informed the Council there is an open seat in the Research Committee and noted Jessica Youngblood had expressed interest in the role. The Council discussed the open seat.

MOTION: ROBERT JACOBSON MOVED TO ADD JESSICA YOUNGBLOOD TO THE RESEARCH COMMITTEE. RICHARD ANDERSON SECONDED. MOTION CARRIED UNANIMOUSLY.

Richard Anderson and the board discussed adding John Mallett, a new external member, to the Research Committee.

Promotion Committee Report

Jenelle Jagmin presented an update from the Promotion Committee, as Brian Lesperance's term expired. The Promotion Committee continues to meet monthly and has seen a significant increase in web traffic due to the digital campaign the Committee has run. The Committee anticipates adding Spotify back to the digital campaign during the 2022 holiday season. Jenelle Jagmin provided an update on the Promotion Committee's budget and the [#CraftBevMIWay](#) campaign the Committee is running on social media, which Michael Chetcuti is spearheading. A blog page may be added to the MCBC website within the next few months.

Jenelle Jagmin informed the Council there is an open seat in the Promotion Committee and noted Sean Black had expressed interest in the role. The Council discussed the open seat.

MOTION: SCOTT GRAHAM MOVED TO ADD SEAN BLACK TO THE PROMOTION COMMITTEE. ROBERT JACOBSON SECONDED. MOTION CARRIED UNANIMOUSLY.

Jenelle Jagmin informed the Council the Promotion Committee has an opening for Committee Chair. The Council discussed the open position.

MOTION: SCOTT GRAHAM MOVED TO APPOINT ROBERT JACOBSON TO CHAIR OF THE PROMOTION COMMITTEE. MICHAEL CHETCUTI SECONDED. MOTION CARRIED UNANIMOUSLY.

FY21 Budget Update and Amendments

Jenelle Jagmin provided a high-level review of the Council's fiscal year 2022 budget. Discussion arose on the methods for how the budget will be reported out in future meetings to help increase the efficiency of how the budget is compiled from MDARD and presented to the Council.

Staff Report

Jenelle Jagmin presented a staff update regarding the below projects:

Diversity, Equity, and Inclusion in the Craft Beverage Sector

Jenelle Jagmin provided an update on the DEI project the Council has undertaken. The Council will begin the project by completing an Intercultural Development Inventory survey through the Michigan Roundtable for Diversity & Inclusion.

Industry Engagement

Jenelle Jagmin announced the website will move to include Council member bios as web-traffic indicates there is a lot of interest from stakeholders to learn more about the Council members. Jenelle Jagmin and the Council also discussed opportunities to begin planning and the logistics for an industry wide conference to be held in November 2023. Jenelle Jagmin submitted a grant application to MDARD to create a craft beverage agricultural producer directory and has begun reaching out to grower groups.

Jamie Zmitko-Somers provided an update on MDARD's current grant application submitted to the USDA's Agriculture Marketing Service Farm and Food Worker Relief Grant Program. This grant through MDARD will provide a one-time \$600 payment to eligible individuals who apply.

New Business/Council Priorities

Richard Anderson discussed a rye project out of Minnesota that was presented at the National Craft Beverage Conference and noted how this could be a good example of a project the Council undertakes in the future.

Jamie Zmitko-Somers provided a survey to the Council to take regarding Michigan's agricultural workforce.

Public Comment

No public comment.

Adjourn

MOTION: ROBERT JACOBSON MOTIONED FOR THE COUNCIL MEETING TO ADJOURN. ZACHARY OWEN SECONDED. MOTION CARRIED UNANIMOUSLY.

The Craft Beverage Council meeting adjourned at 3:00 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