



GRETCHEN WHITMER  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF AGRICULTURE  
AND RURAL DEVELOPMENT

GARY MCDOWELL  
DIRECTOR

**MICHIGAN CRAFT BEVERAGE COUNCIL**

**Approved Minutes**

April 13, 2022 – 1:00-3:30 p.m.

Council Members Present

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

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

Scott Graham, Michigan Brewers Guild

Robert Jacobson, Leelanau Wine Cellars

Jessica Youngblood, Youngblood Vineyard

Sean Black, Meijer, Inc.

Mike Beck, Uncle John's Cider Mill

Council Members Absent

Gary McDowell, Director of MDARD

Richard Anderson, Iron Fish Distillery

Zachary Owen, Temperance Distilling

Others Present (*excluding public attendees*)

Jenelle Jagmin, MDARD

Johnathon Schweda, MDARD

Welcome

The meeting was called to order at 12:58 p.m. by Jamie Zmitko-Somers, who chaired the meeting as the designee of Director Gary McDowell.

Agenda for the April 13, 2022 Meeting

**MOTION: MICHAEL BECK MOVED TO APPROVE THE AGENDA FOR APRIL 13, 2022. ROBERT JACOBSON SECONDED. MOTION CARRIED UNANIMOUSLY.**

## Minutes of January 26, 2022 Meeting

**MOTION: MICHAEL BECK MOVED TO APPROVE THE MINUTES OF THE JANUARY 26, 2022 MEETING. ROBERT JACOBSON SECONDED. MOTION CARRIED UNANIMOUSLY.**

## Council Member Comments, Introductions, and Updates

Sean Black: Provided an update as a representative of retail food establishments.

Jessica Youngblood: Provided an update as a representative of wine makers.

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

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

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

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.

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

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

No public comment.

## Michigan State University (MSU) AgBio Research Update

MSU Ag Bio Research Director, George Smith, introduced himself and discussed the efforts of the MSU Ag Bio Research Center to provide information and help contribute to Michigan's food and agriculture industries. He also discussed the condition of MSU's research facilities along with plans on improving their infrastructure to allow for sustainable maintenance and growth.

## Research Committee Report

Jenelle Jagmin gave an update from the Research Committee with an update on distributing grant funds. She also reported out on planning an in-retreat where the Council can focus on identifying strategies of research that'll have bigger positive impacts on the industry.

## Promotion Committee Report

Robert Jacobson provided an update on the Promotion Committee's efforts and continued goal of preparing the Council's marketing materials for partnering with the Michigan Economic Development Corporation's (MEDC) Pure Michigan campaign. The Committee allocated \$30,000, in the Promotion Committee's budget, to working with MEDC in the future, but are electing not to use it at this time.

Robert Jacobson presented the Committee's idea of pulling all the respective craft beverage promotional months into one collaborative month. Discussion arose around the logic of pooling resources from different craft industries to boost the overall interest and impact.

**MOTION: ROBERT JACOBSON MOVED TO CREATE AND DESIGNATE NOVEMBER AS MICHIGAN CRAFT BEVERAGE MONTH. JESSICA YOUNGBLOOD SECONDED. MOTION CARRIED UNANIMOUSLY.**

## Conference Committee Update

Michael Beck provided an update on the ongoing planning efforts of the Conference Committee. 400-600 attendees are anticipated, with the key audience being key decision makers of craft beverage businesses. The Committee is proposing to host the conference in February, with a date yet to be determined, and in the Lansing area, due to its central location.

**MOTION: MICHAEL BECK MOVED TO ALLOW JENELLE JAGMIN TO ESTABLISH A SUBCOMMITTEE FOR SCHEDULING A DATE AND COMMITTING TO AN EVENT SPACE FOR A CONFERENCE. ROBERT JACOBSON SECONDED. MOTION CARRIED UNANIMOUSLY.**

## FY22 Budget Update and Amendments

Jenelle Jagmin provided a high-level review of the Council's fiscal year 2022 budget. Marketing and promotion efforts are coming in under-budget.

## 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 need to compose a list/summary of what each individual views as the goals for their respective industries; these will be compiled and processed by the Michigan Roundtable. A collection of DEI resources in the craft beverage industry throughout the country will be compiled. Discussion of holding a special meeting to hold additional dialogue on the Council's DEI efforts ensued.

### *Industry Data*

Jenelle Jagmin proposed the Council undertake an effort to collect data on the Michigan craft beverage industry to identify the industry's economic impact within the state. Discussion ensued regarding identifying a company to conduct the economic impact study, and potentially conducting the study routinely, to provide useable data for the Council to use in planning and promoting the craft beverage industry.

### *Web Hosting*

Jenelle Jagmin informed the Council the State of Michigan's Department of Technology, Management, and Budget is reviewing the Council's website to ensure it complies with the State's digital standards. More information on this project will be provided at a later date.

### *Council Per Diem*

Jenelle Jagmin asked the Council about reinstating or continuing to forgo the per diem.

**MOTION: SCOTT GRAHAM MOVED THE MEMBERS OF THE MICHIGAN CRAFT BEVERAGE COUNCIL WAIVE THE FIFTY DOLLAR STIPEND FOR MEETING ATTENDANCE FOR THE FISCAL YEAR 2022. SEAN BLACK SECONDED. MOTION CARRIED UNANIMOUSLY.**

### New Business/Council Priorities

Vacant Council seat was discussed.

### Public Comment

No public comment.

### Adjourn

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

The Craft Beverage Council meeting adjourned at 3:08 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