



GRETCHEN WHITMER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF AGRICULTURE
AND RURAL DEVELOPMENT

GARY MCDOWEL
DIRECTOR

MICHIGAN CRAFT BEVERAGE COUNCIL

Approved Minutes

July 27, 2022 – 1:00 p.m. – 3:00 p.m.

Council Members Present

Gary McDowell, Michigan Department of Agriculture and Rural Development (MDARD)
Richard Anderson, Iron Fish Distillery
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
Mike Beck, Uncle John's Cider Mill
Jessica Youngblood, Youngblood Vineyard

Council Members Absent

Sean Black, Meijer, Inc.

Others Present (excluding public attendees)

Jamie Zmitko-Somers, MDARD
Jenelle Jagmin, MDARD
Johnathon Schweda, MDARD
Madison Essex, MDARD (virtual)
Kerry Krone, Michigan Liquor Control Commission

Welcome

The meeting was called to order at 1:00 p.m. by MDARD Director Gary McDowell.

Agenda for the July 27, 2022 Meeting

MOTION: ZACHARY OWEN MOVED TO APPROVE THE AGENDA FOR JULY 27, 2022. SCOTT GRAHAM SECONDED. MOTION CARRIED UNANIMOUSLY.

Minutes of April 13, 2022 Meeting

MOTION: ROBERT JACOBSON MOVED TO APPROVE THE MINUTES OF THE APRIL 13, 2022 MEETING. MICHAEL CHETCUTI SECONDED. MOTION CARRIED UNANIMOUSLY.

Council Members Comments, introductions, and updates

Director Gary McDowell: Provided an update as a representative of MDARD

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

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

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

Michael Chetcuti: Provided an update as a representative of restaurants that hold a class C license and serve Michigan wines, beer, or spirits.

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

Zachary Owen: Provided an update as a representative of large distillers.

Scott Graham: Provided an update as a representative of microbrewers and brewpubs.

Public Comment (*on agenda items only*)

No public comment.

MDARD Budget Update

Gary McDowell provided the budget update and recognized the importance of the agricultural industry within Michigan and went over the MCBC FY22-23 agenda documents. Jamie Zmitko-Somers detailed how the budget will affect Agriculture Development Division.

Research Committee Report

Richard Anderson gave an update on the research committee. He reviewed the research committee retreat on June 29, hiring Red Horse Consulting firm. He confirmed the purpose of the facilitation was to have a concentrated dialogue for research objectives. The Research Committee is requesting \$350,000 for FY23 be allocated toward the research program.

Promotion Committee Report

Robert Jacobson gave an update on the promotion committee. He indicated the committee has been meeting monthly, to check in and continue moving forward. The Committee is shifting from promotion of the council to promotion of the industry to consumers. The Committee is staying with LKF Marketing and are planning to contract a photography project through the end of the year.

Conference Committee Report

Mike Beck gave an update on the Conference Committee. Mr. Beck discussed meeting with Mrs. Jagmin and Mr. Graham regarding a non-traditional trade show around February 2024. He indicated the biggest challenge currently is finding a price with the venue as well as the cost for wine/brews/spirits at the event. He emphasized there is no rush but would like to expand the group in 2023 to discuss what the conference will entail and cover. The expectation of involvement is to have both owners and key operators of craft beverage businesses to attend. Mr. Graham mentioned educational and technical topics were too much to cover, and legislators were important. He stated adding a consumer day in the future is a goal, but is not the direct crowd they are planning to draw at this time. Mr. Beck recommended they will spend approximately \$25,000 in FY23 to secure contracts for said conference.

Staff Report

Jenelle Jagmin discussed proposed dates and locations to the Council to meet in 2023. They were as follows: January 25, Central MI; April 19, Uncle Johns; July 19, TBD; and October 11, Southeast Michigan.

MOTION: ROBERT JACOBSON MOVED TO APPROVE THE 2023 MEETINGS. MICHAEL CHETCUTISECONDED. MOTION CARRIED UNANIMOUSLY.

FY22 and FY23 Budget Update

Jenelle Jagmin provided review of the Council's 2022 budget which is currently coming in under budget. She also provided recommendations for the FY23 budget, with higher license revenues expected.

MOTION: SCOTT GRAHAM MOVED TO APPROVE THE FY23 BUDGET. ZACHARY OWEN SECONDED. MOTION CARRIED UNANIMOUSLY.

New Business/Council Priorities

No new business.

Public Comment

There was no public comment.

Adjourn

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

The Craft Beverage Council meeting adjourned at 2:56 p.m.