



GRETCHEN WHITMER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF AGRICULTURE
AND RURAL DEVELOPMENT

KATHLEEN
ANGERER
DIRECTOR

MICHIGAN CRAFT BEVERAGE COUNCIL

Approved Minutes

March 13, 2023 – 1:00-3:00 p.m.

Council Members Present

Jamie Zmitko-Somers, Michigan Department of Agriculture and Rural Development (MDARD) on behalf of Acting Director Kathy Angerer

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

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

Richard Anderson, Iron Fish Distillery

Zachary Owen, Temperance Distilling

Council Members Absent

Kathleen Angerer, Director of MDARD

Others Present (*excluding public attendees*)

Jenelle Jagmin, MDARD

Johnathon Schweda, MDARD

Madison Essex, 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 Kathleen Angerer.

Agenda for the March 13, 2023 Meeting

MOTION: RICHARD ANDERSON MOVED TO APPROVE THE AGENDA FOR MARCH 13, 2023. MICHAEL BECK SECONDED. MOTION CARRIED UNANIMOUSLY.

Minutes of July 27, 2022 Meeting

MOTION: MICHAEL BECK MOVED TO APPROVE THE MINUTES OF THE JULY 27, 2022 MEETING. ZACHARY OWEN SECONDED. MOTION CARRIED UNANIMOUSLY.

Council Member Comments, Introductions, and Updates

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

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

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

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

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

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

Michael 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.

Public Comment (on agenda items only)

No public comment.

Research Committee Report

Richard Anderson provided an update on the Research Joint Evaluation Committee's recommendations for grant funding for 2023. He also shared the recommendation of the Committee's wishes to allocate the approved funding balance toward Lakeshore Environmental's proposal for the wastewater characterization study.

MOTION: RICHARD ANDERSON MOVED TO APPROVE THE 2023 RESEARCH GRANT PROGRAM WITH AN ADDITION \$14,456 TO THE WASTEWATER CHARACTERIZATION STUDY TO ALLOW FOR AN INCREASE IN DATA COLLECTION AND SAMPLING, BRINGING THE TOTAL AMOUNT APPROVED TO \$350,000. MICHAEL BECK SECONDED. MOTION CARRIED UNANIMOUSLY.

Promotion Committee Report

Robert Jacobson gave an update for the Promotion Committee , on the November is Michigan Craft Beverage Month campaign which increased website traffic 600% from the previous year. They are continuing efforts of shifting from promotion of the council to promotion of the industry, directed towards consumers. They are meeting in April to prepare for campaign metrics and an in-person strategy session in May.

Staff Report

Jenelle Jagmin presented a staff update regarding the below projects:

Qualified Distiller Program

Jenelle Jagmin indicated that PA 135 of 2022 was signed at the end of June. MDARD received 28 applications during the application period and all invoices were paid by the end of FY22. The list of qualified distillers was provided to MLCC by November per statute, and MLCC was able to implement the reduction in mark up for qualified distiller registered products. Jenelle noted that MLCC then provides MDARD a list of all qualified distilled products, and MDARD completes an audit to assure compliance.

Diversity, Equality, and Inclusion

Jenelle Jagmin provided an update on DEI initiatives. Jenelle noted that Freda Sampson is doing a web and communications audit, as well as helping craft a DEI statement to lens all work moving forward. Freda has drafted a statement based on values from the discussion of July meeting. Jenelle proposed a DEI committee to help foster the value statement into work completed.

FY22, FY23 and FY24 Budget Updates

Jenelle Jagmin provided a high-level review of the Council's fiscal year 2022 budget, as well as the current fiscal year 2023 budget. Jenelle noted of the unexpected increase in license revenue, documenting more than anticipated carry forward. Jamie indicated that although there may be a specific amount of carry forward, there is a cap on an authorization amount for spending.

Jenelle mentioned that some of the FY23 budget may be freed up based on the conference funding that was set aside, as that may not be occurring. Jenelle advised the council she expects to have the FY24 budget to them around July.

New Business/Council Priorities

Public Comment

No public comment.

Adjourn

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

The Craft Beverage Council meeting adjourned at 2:49 p.m.