



GRETCHEN WHITMER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF AGRICULTURE
AND RURAL DEVELOPMENT

DR. TIM BORING
DIRECTOR

MICHIGAN CRAFT BEVERAGE COUNCIL

Approved Minutes

April 19, 2023 – 1:00-3:00 p.m.

Council Members Present

Dr. Tim Boring, Director of Michigan Department of Agriculture and Rural Development (MDARD)

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

Scott Graham, Michigan Brewers Guild

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

Others Present

Jamie Zmitko-Somers, MDARD

Jenelle Jagmin, MDARD

Johnathon Schweda, MDARD (virtual)

Madison Essex, MDARD

Freda Samson, Michigan Roundtable

Jasmine Palmer, EGLE (public)

Welcome

The meeting was called to order at 1:18 p.m. by Dr. Tim Boring, who chaired the meeting.

Agenda for the April 19, 2023 Meeting

MOTION: ROBERT JACOBSON MOVED TO APPROVE THE AGENDA FOR APRIL 19, 2023. MICHAEL BECK SECONDED. MOTION CARRIED UNANIMOUSLY.

Minutes of March 13, 2023 Meeting

MOTION: JESSICA YOUNGBLOOD MOVED TO APPROVE THE MINUTES OF THE MARCH 13, 2023 MEETING. ZACHARY OWEN SECONDED. MOTION CARRIED UNANIMOUSLY.

MDARD Open Meetings Act Update

Jamie Zmitko-Somers provided an update regarding the open meetings act, PA 63 of 2022. She read some language from the PA, and notified the council that all meetings must be recorded, and the recording must be available for one year if anyone were to request it from MDARD.

Council Member Comments, Introductions, and Updates

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

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

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

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

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

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

Public Comment (*on agenda items only*)

No public comment.

DEI Report & Recommendations

Freda Samson recommended a new DEI Value Statement as an extension of the current mission statement, incorporating DEI into council communications, as well as suggested creating a DEI subcommittee to further the advancement of the goals stated and progressing the intention reflected in the DEI statement.

Promotion Committee Report

Robert Jacobson gave an update and overview for the Promotion Committee. They just had a meeting 2 days prior to the Craft Beverage Council Meeting; they had an update on Travel Michigan, Pure Michigan opportunities, and competition. He indicated that the committee initially was to promote council, and they are trying to shift now to promote the industry as a whole. Sean noted that they feel being successful includes getting the consumer more involved.

Research Committee Report

Richard Anderson provided an update and overview on the Research Committee. He indicated that the committee has been setting research priorities prior to the allocation of grant funding, and they just recommended approximately \$350,000 in grant approvals. Richard noted the priority list on the website that expands on yields, sustainability, climate adaptation and also moves into marketing and insights around the industry.

Staff Report

Jenelle Jagmin presented a staff update regarding the success of the Grain Summit, and indicated that MEDC would like to partner with the Michigan Craft Beverage Council on a full industry conference, noting that they will be supporting primarily all logistics and there will be little financial commitment from the council. Jenelle noted that they are looking to host the conference in either February or November of 2024.

Jenelle also proposed a strategic planning for the Craft Beverage Council, amending the current scheduled date for the October meeting from October 11th to October 24-25th in Crystal Mountain.

MOTION: ROBERT JACOBSON MOTIONED FOR THE COUNCIL MEETING DATE AMENDMENT. ZACHARY OWEN SECONDED. MOTION CARRIED UNANIMOUSLY.

New Business/Council Priorities

Budget Update

Jamie Zmitko-Somers followed up with a budget update from the previous March 13th meeting. She indicated that she spoke to the budget director, and an increase of \$410,000 additional authorization was included in the governor's recommended budget. Jamie noted that the Senate and House will put forth a budget, and if the \$410,000 is included in all 3 budget recommendations, that will give the Council authority to spend that money that is currently sitting in the Council's funding.

Public Comment

Jasmine Palmer, EGLE, introduced herself as a mentee of Sylvia Renteria, MDARD, and she attended the meeting to crosstrain.

Adjourn

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

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