



GRETCHEN WHITMER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF AGRICULTURE
AND RURAL DEVELOPMENT

DR. TIM BORING
DIRECTOR

MICHIGAN CRAFT BEVERAGE COUNCIL

Approved Minutes

July 19, 2023 – 1:00-3:00 p.m.

Council Members Present

Robert Jacobson, Leelanau Wine Cellars
Jessica Youngblood, Youngblood Vineyard (virtual)
Michael Chetcuti, Arbor Brewing, Baja Estate, Bigalora, and Michigan Hop Alliance (virtual)
Mike Beck, Uncle John's Cider Mill
Richard Anderson, Iron Fish Distillery
Zachary Owen, Temperance Distilling
Scott Graham, Michigan Brewers Guild

Council Members Absent

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

Others Present

Jamie Zmitko-Somers, MDARD
Jenelle Jagmin, MDARD
Johnathon Schweda, MDARD (virtual)
Madison Essex, MDARD
Brad Deacon, MDARD
Sara Killingsworth, MDARD

Welcome

The meeting was called to order at 1:05 p.m. by Jamie Zmitko-Somers, who chaired the meeting.

Agenda for the April 19, 2023 Meeting

MOTION: RICHARD ANDERSON MOVED TO APPROVE THE AGENDA FOR APRIL 19, 2023. ZACHARY OWEN SECONDED. MOTION CARRIED UNANIMOUSLY.

Minutes of March 13, 2023 Meeting

MOTION: ZACHARY OWEN MOVED TO APPROVE THE MINUTES OF THE APRIL 19, 2023 MEETING. ZACHARY OWEN SECONDED. MOTION CARRIED UNANIMOUSLY.

Council Member Comments, Introductions, and Updates

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

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.

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

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

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.

Public Comment (on agenda items only)

No public comment.

DEI Report & Recommendations

Jessica Youngblood represented the DEI committee, covering the new DEI Value Statement as an extension of the current mission statement. The DEI committee is also recommending \$20,000 to the budget to support DEI activities.

MOTION: MIKE BECK MOVED TO APPROVE THE NEW DEI VALUE STATEMENT. ROBERT JACOBSON SECONDED. MOTION CARRIED UNANIMOUSLY.

Promotion Committee Report

Robert Jacobson gave an update and overview for the Promotion Committee. He indicated that they are continuing with the Craft Beverage month, building on existing assets from last year's campaign. They are hoping to direct \$350,000 strictly at the consumers and building the idea of a cohesive industry. There was also discussion regarding the DEI committee and the Promotion committee working in tandem.

Research Committee Report

Richard Anderson provided an update and overview on the Research Committee. He gave an overview of the Committee's proposed 2024 priorities. There was discussion to investigate inclusive outreach practices with universities around our grants program. Jenelle will reach out to the Michigan Association of State Universities. The Research Committee recommends \$350,000 in funding for research grants in fiscal year 2024.

Staff Report

Jenelle Jagmin presented a staff update regarding the full industry conference, planning on the dates March 3-5, 2024 in Kalamazoo. The dates are expected to be confirmed soon. PMBC is taking the lead on conference linguistics planning and has given the content and session lead planning to Michigan Craft Beverage Council. The registration will tentatively open in November.

Jenelle proposed future meeting dates of October 25, 2023, January 24, 2024, March 5, 2024, July 17, 2024.

MOTION: RICHARD ANDERSON MOTIONED FOR THE COUNCIL MEETING DATES. MIKE BECK SECONDED. MOTION CARRIED UNANIMOUSLY.

Budget Update

The FY 2023 budget update followed the staff report given by Jenelle Jagmin. License revenue from non-retail licensees was projected to be \$745,000, and to date they have collected \$901,000. License revenue is forecasted to be lower next year, as certain license types will not be renewed in 2024.

The carry-forward to 2024 is estimated to be \$400,000. If the Governor signs the budget, the appropriation will go up to approximately \$1,300,000, allowing the Michigan Craft Beverage Council to spend some of it's savings.

MOTION: ROBERT JACOBSON MOTIONED TO APPROVE THE DRAFT BUDGET FOR FISCAL YEAR 2024. MIKE BECK SECONDED. MOTION CARRIED UNANIMOUSLY.

Open Meetings Act

Brad Deacon – Director of Legal Affairs and Emergency Management at MDARD joined the Michigan Craft Beverage Council to cover the Open Meetings Act and Freedom of Information Act. Brad covered the Open Meetings Act requiring notice, minutes, ethics, and recordings being kept and accessible by the public if necessary.

New Business/Council Priorities

Public Comment

No public comment.

Adjourn

MOTION: MICHAEL BECK MOTIONED FOR THE COUNCIL MEETING TO ADJOURN. ROBERT JACOBSON 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 cursive script that reads "Tim Boring".

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

Dated: April 6, 2023