



GRETCHEN WHITMER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF AGRICULTURE
AND RURAL DEVELOPMENT

DR. TIM BORING
DIRECTOR

MICHIGAN CRAFT BEVERAGE COUNCIL

Approved Minutes

January 24, 2024 – 1:00 p.m.-3:00 p.m.

Council Members Present

Robert Jacobson, Leelanau Wine Cellars
Jessica Youngblood, Youngblood Vineyard (virtual)
Sean Black, Meijer, Inc.
Richard Anderson, Iron Fish Distillery
Scott Graham, Michigan Brewers Guild
Mike Beck, Uncle John's Cider Mill

Council Members Absent

Dr. Tim Boring, Director of Michigan Department of Agriculture and Rural Development (MDARD)
Scott Graham, Michigan Brewers Guild
Michael Chetcuti, Arbor Brewing, Baja Estate, Bigalora, and Michigan Hop Alliance (virtual)

Others Present

Jamie Zmitko-Somers, MDARD
Jenelle Jagmin, MDARD
Madison Essex, MDARD
Scott Dzurka, Strategic Planning Consultant

Welcome

The meeting was called to order at 1:07 p.m. by Jamie Zmitko-Somers, who chaired the meeting.

Agenda for the January 24, 2024 Meeting

MOTION: ROBERT JACOBSON MOVED TO APPROVE THE AGENDA FOR JANUARY 24, 2024. MICHAEL BECK SECONDED. MOTION CARRIED UNANIMOUSLY.

Prior Minutes for October 24-25, 2023 Meeting

MOTION: MICHAEL BECK MOVED TO APPROVE THE MINUTES FOR THE OCTOBER 24-25, 2023 MEETINGS. ROBERT JACOBON SECONDED. MOTION CARRIED UNANIMOUSLY.

Public Comment (on agenda items only)

No public comment.

Council Member Comments, Introductions, and Updates

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

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

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

Mardonn Chua: Provided an introduction of himself and his business, as well as an update as a representative of large distilleries.

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

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

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

MDARD Priorities and Operational Realignment – Jamie Zmitko-Somers

Jamie Zmitko-Somers reiterated the MDARD realignment of divisions to four bureaus; Bureau of Food Safety and Animal Health (Director Tim Slawinski), Laboratory and Consumer Protection Bureau (Director Craig VanBuren), Bureau of Environment and Sustainability (Director Mike Philip), and Agriculture Development Bureau (Director Jamie Zmitko-Somers).

Strategic Plan Presentation

Scott Dzurka reviewed the strategic plan progress thus far. He indicated that the Board's core roll is the commitment statement, as well as goals and objectives. It is the staff/Director's responsibility to implement that. The commitment state is as follows; "We commit to cultivating a deep understanding of the industry, harnessing the power of collective strength to navigate the ever-evolving landscape and fosters a brand that transcends individuals, igniting unparalleled value creation". Dzurka provided both an Action Plan and Strategic plan to the Board can view objectives and quarterly goals. Dzurka also noted that the plan is based on the current capacity level and can be adjusted accordingly should that change.

MOTION: ROBERT JACONSON MOVED TO APPROVE THE STRATEGIC PLANNING STATEMENT, AGENDA AND ACTION PLAN. MICHAEL BECK SECONDED. MOTION CARRIED UNANIMOUSLY.

Promotion Committee Report

Robert Jacobson gave an update and overview for the Promotion Committee. He noted that they met virtually on January 22. Gud Marketing presented approaches during their meeting

for consumer marketing campaigns based on their intake meetings with the council. They will meet again with Gud Marketing in a couple weeks regarding their approach, which is expected to be creative concepts.

DEI Report & Recommendations

Jessica Youngblood gave an update and overview on the DEI committee. They have not met recently as they were on hold due to strategic planning. Based on strategic goals, DEI will focus around cultivating partnerships to amplify relevance and creating educational partnerships to thoughtfully advance the industry.

Research Committee Report

Richard Anderson provided an update and overview on the Research Committee, which met on December 14, 2023, to review projects and provide recommendations for funding. He also advised the Board of 16 Research Proposals being received, and that the JEC is recommending 12 projects for a total of \$345,706 for funding; four of which are continuation projects in good standing. The remaining balance of \$4,294 is currently unallocated to a project. The JEC recommended limiting their support of education/conference-based grants to be associated with speakers and dissemination of education materials and will not be to fund equipment or other infrastructure-related costs.

MOTION: MICHAEL BECK MOVED TO APPROVE THE JEC RECOMMENDATIONS. ROBERT JACOBSON SECONDED. MOTION CARRIED UNANIMOUSLY.

Staff Report

Jenelle Jagmin presented a staff update regarding the progress of the Craft Beverage Summit, in partnership with Pure Michigan Business Connect. The Craft Beverage Council will oversee developing content and PMBC will focus efforts on a trade show and buyer mission meetings. As of the council meeting date, there is 128 registered for the event, with 19 exhibitors.

It was also mentioned to the board that previously, the per diem charge was waived in 2018. Jamie Zmitko-Somers and Jenelle agreed for the council to vote on this annually.

MOTION: SEAN BLACK MOVED TO APPROVE WAIVER OF PER DIEM FOR THE COUNCIL FOR FISCAL YEAR 2024. ROBERT JACOBSON SECONDED. MOTION CARRIED UNANIMOUSLY.

FY 24 Budget Updates

Jenelle Jagmin followed up with a budget update for Fiscal Year 2024 indicating at this point it is all in alignment. She indicated that Board expenses are currently budgeted at \$4,000. After the strategic planning event, it was noted that the Board would like to participate in more business visits annually. This will require additional budget. It was recommended that the travel expenses were increased to \$7,000..

MOTION: ROBERT JACOBSON MOVED TO APPROVE BOARD TRAVEL EXPENSES TO BE EXTENDED TO \$7,000 VERSUS \$4,000. MICHAEL BECK SECONDED. MOTION CARRIED UNANIMOUSLY.

New Business/Council Priorities

Sean Black mentioned that during the meeting, he had possible ideas for the Promotion Committee; being that any unallocated funds could be sponsoring large brands, as well as Tourism Oriented Directional Signs (TODS) for MCBC logo with indication of those businesses affiliated with the brand.

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 2:57 p.m.