



GRETCHEN WHITMER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF AGRICULTURE
AND RURAL DEVELOPMENT

DR. TIM BORING
DIRECTOR

MICHIGAN CRAFT BEVERAGE COUNCIL

Draft Minutes

March 5, 2024 – 9:30 a.m.-11:30 a.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

Richard Anderson, Iron Fish Distillery

Mike Beck, Uncle John's Cider Mill

Brian Confer, Stormcloud Brewing Company

Mardonn Chua, Endless West

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

Sean Black, Meijer, Inc

Council Members Absent

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

Others Present

Jamie Zmitko-Somers, MDARD

Jenelle Jagmin, MDARD

Madison Essex, MDARD

Jill Holden, Gud Marketing

Sara Krebaum, Gud Marketing

Welcome

The meeting was called to order at 10:33 a.m. by Dr. Tim Boring, who chaired the meeting.

Agenda for the July 17, 2024 Meeting

MOTION: RICHARD ANDERSON MOVED TO APPROVE THE AGENDA FOR MARCH 5, 2024. MICHAEL BECK SECONDED. MOTION CARRIED UNANIMOUSLY.

Prior Minutes for March 5, 2024 Meeting

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

Public Comment (on agenda items only)

No public comment.

Council Member Comments, Introductions, and Updates

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

Brian Confer: Provided an update as a representative of micro brewers and brew pub license holders.

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

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.

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

Michael Chetcuti: Provided an update as a representative of restaurants holding a class C license and serves Michigan wines, beer, and spirits.

Dr. Tim Boring: Provided a brief MDARD budget update, regarding their move to create farm to family atmosphere, as well as optimism for industry growth.

MEDC Update

Robert Jacobson gave an update and overview for the Promotion Committee. He noted that they are working with Gud Marketing on a consumer facing design to then present creative concept approach to the Board for approval. He also indicated that there is an open seat on the board, where Michael Beck recommends Brian Confer.

MOTION: RICHARD ANDERSON MOVED TO APPROVE THE RECOMMENDATION. MICHAEL BECK SECONDED. MOTION CARRIED UNANIMOUSLY.

Promotion Committee Report

Robert Jacobson gave an update and overview for the Promotion Committee. He noted that they are working with Gud Marketing on a consumer facing design to then present creative concept approach to the Board for approval. He also indicated that there is an open seat on the board, where Michael Beck recommends Brian Confer.

MOTION: RICHARD ANDERSON MOVED TO APPROVE THE RECOMMENDATION. MICHAEL BECK SECONDED. MOTION CARRIED UNANIMOUSLY.

DEI Report & Recommendations

Jessica Youngblood gave an update and overview on the DEI committee. They will be meeting next on April 8. Their intended topics of discussion at the next meeting will

surround Summit demographics, as well as DEI metrics. She also mentioned their newly allocated budget for this committee. DEI will focus on cultivating partnerships to amplify relevance and creating educational partnerships to thoughtfully advance the industry. Jessica indicated that there is also an open seat on this committee to be filled. Mardonn was nominated to fill this seat.

**MOTION: MICHAEL BECK MOVED TO APPROVE THE RECOMMENDATION.
ROBERT JACOBSON SECONDED. MOTION CARRIED UNANIMOUSLY.**

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; these were approved at the previous Board meeting in January. Richard also noted that they are taking a different approach after hearing Dr. Boring's recommendation to consider return on investment and performance of the grants. There also is an open seat on this board, which Mardonn was nominated for.

**MOTION: RICHARD ANDERSON MOVED TO APPROVE THE RECOMMENDATION.
JESSICA YOUNGBLOOD SECONDED. MOTION CARRIED UNANIMOUSLY.**

Staff Report

Jenelle Jagmin presented a staff update mainly regarding the Craft Beverage Summit. Jenelle showed a heat map regarding the Summit which helped indicate why they did not meet the hotel minimum, as a majority of the attendees were located in the southern Michigan area already – there were also a few out of state attendees. The summit was sold out at 300, with a wait list. The Craft Beverage Council expects to see approximately \$17,000 in profit, as MEDC funded the summit – short of glassware and speaker gifts.

The upcoming meeting in July are expected to be in SE Michigan, possibly touring Mardonn and Jessica's facilities. At this meeting, the Board will review the strategic partnerships as mentioned by Gud Marketing, approve FY25 budget, as well as discuss the Summit funds in detail. Jenelle also mentioned the Qualified Distiller opens in May.

FY 24 Budget Updates

Jenelle Jagmin followed up with a brief budget update for Fiscal Year 2024 indicating at this point it is all in alignment. She also indicated that they are currently authorized to spent approximately \$1.3 million as a board.

New Business/Council Priorities

No new business.

Public Comment

There was public attendance at this meeting, with questions primarily regarding Gud Marketing's report and toolkit to be provided to the Council – individuals were curious as to whether or not the toolkit will be available and could be utilized by the industry as a whole. Sara and Jill responded as well as a Gud representative from the crowd indicating that the

toolkit materials should be able to be utilized by suppliers after the upcoming stages of their marketing is complete with the Council.

There was also questions as to whether or not Council documents are publicly available, to which Jenelle responded noting that committee meetings are not public, however, all council board meetings are public.

Adjourn

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

The Craft Beverage Council meeting adjourned at 11:39 a.m.