



Conference Call Meeting Minutes for Thursday, June 23, 2016

- 1) Call to Order:
 - a. **Motion to bring meeting to order: Miller**

- 2) Roll Call
 - a. Present: Miller, Brengman, Petzold, Smith, Lutes, Lesperance, Anthony, Hosmer, Jones, Bush
 - b. Absent: Trelor, Moersch, Clark, Berger, Casey

- 3) Approval of minutes from June 9, 2016 meeting
 - a. Petzold: Need clarification on Page 2 re: John Scott - not to engage at this time. Item 7 - clarification on language as to having a goal to build a sub-committee and be ready to choose the right research topics to fund in 2017.
 - b. **Motion to approve minutes with changes: Lesperance, Second: Petzold. Motion Passed**

- 4) MWC formation:
 - a. Miller: reported the following:
 - i. Bylaws completed -
 - ii. Articles of Incorporation filed - Monday 6/20/16
 - iii. MWC registered with IRS for EIN -Received EIN and forwarded to Lesperance and Lutes
 - iv. Registration of MWC with state of MI - Will register 6/23/16
 - v. IRS forms - Lutes and Smith will work together on Form 1024

- 5) Scott & Huff Bill
 - a. Miller: Received a bill for service rendered in the amount of \$1250. He has sent it to Lutes for review. He asked Lutes and Petzold to decide how best to approach John Scott and ask that the bill be reduced to a more reasonable amount and to report back next meeting.

- 6) Membership Committee Report
 - a. Brengman: Matt Moersch has not received any email correspondence regarding input by members as to possible membership benefits. Casey, has spoken with BMI who has agreed to participate in a group discount. He has also been in touch with ASCAP. There is a Grant Watch hosted by the UDSA. There is good information for next year's opportunities.. The committee will send out a detailed report re: Music & Grants to the board for review
 - b. Miller: Would like the committee to provide a bulleted list of benefits to Lesperance to put on the MWC's website. Moersch will forward the list to Lesperance.
 - c. Petzold: There is a Parallel 45 pig roast on July 30th and if possible he would like to be able to have MWC membership benefit information available to provide to the Parallel 45 members. Lesperance: We can set a goal of July 30th.



- d. Bush: The Grape & Wine Council would like to include a membership to Vintage Michigan as part of the benefits for an Associate/Consumer member.
- 7) Other Committee Reports
- a. Communications
 - i. Lesperance: He and Moersch have been communicating via email regarding print materials. Moersch has volunteered to share his designers to help develop the brochures. The content for the print material will be driven by input from the members. He would like to set a goal of July 30th to have something tangible developed in order for Petzold to present it to the Parallel 45 group at their pig roast.
 - ii. Miller: Would like Lesperance to develop a Press Release announcing the formation of the MWC. Lesperance will write press release and send to the members to forward on to their media contacts. He is setting a goal for the end of next week to have the PR in the member's inbox
 - iii. Lesperance: Once the bank account is set up, he will add a online payment for memberships to the web site.
 - iv. Petzold: It would be nice to be able to time the press release to tie into a wine specific event. Lesperance thought perhaps the Gold Medal Reception would be a good place to launch the MWC. Bush thought that it would be a good time to take advantage of having a large majority of the industry in one place and is willing to consider it. She also thought that the annual conference in February would be a good place to provide an update on the MWC to a large audience.
 - b. Finance Committee
 - i. Lutes: He will set up a bank account for the MWC and will get with Berger to figure out how best to transfer funds between the MWC and the MWF.
- 8) Linda Jones report re: MI wine sustainability program grant
- a. Jones: Congratulations on the formation of the MWC!
 - b. 5 Lakes Energy along with the Department of Agriculture and Rural Development had a grant in 2015 for \$75000. For the year 2016 the grant is \$45000. The grant is managed by the Michigan Grape & Wine Council and Karel Bush. They would like to use part of the grant monies to develop and fund a Michigan Specific Website dedicated to the Michigan Wine Sustainability Program. The question arises as to who would host the website. As of now what content there is resides on the 5 Lakes Energy site. Would the MWC be willing to host the web pages? Linda will send Bian specifics as to what the expectations of the MWC be in regards to hosting.
 - c. All of the members that were present support the idea. Not ready for a decision yet, but it will be on the next agenda for a vote by the board.
- 9) Other Business
- a. Smith: Still working on setting up a meeting with the new Dean at MSU
 - b. Miller: We need to start thinking about fund raising, marketing and grants.



c. Next call will be July 7, 2016 at 10:00 am.

10) Adjourn - 10:50 am