



Conference Call Meeting Minutes for Thursday, July 21, 2016

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

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

- 3) Approval of minutes from July 7, 2016 meeting
 - a. **Motion to approve minutes: Lesperance, Second: Miller. Motion Passed**

- 4) Treasurer's Report:
 - a. Bank account status - Lesperance for Lutes: Bank account is set up including debit cards. Signature cards sent in, but according to Huntington Bank, all signatures must be on one document. The bank will work with the board to get the signatures on one document. The same procedure that applies to the checking account will apply to the use of the debit cards. ie: If there is a purchase larger than \$1000.00 two of the board members must "sign off" on it.
 - b. IRS Form 124 Status - Smith: Good progress made. He should have the form available by the end of the month for review and submission.

- 5) Membership Committee Report:
 - a. Rack card - General discussion mainly regarding the regions. It was agreed to add the region names to the map. It was also agreed to add email address and PO BOX. Further revisions will be postponed until winter. Will print ~2500. Moersch will have the cards printed in time for the MSU Viticulture Field Day (July 27th). He will also have generic business cards printed for Board.
 - i. Send the cards to Anthony for UP distribution and Lutes for NW distribution. Other regions, please provide best address to Moersch for distribution.
 - ii. Lesperance: The website will have more information on who represents each region along with contact information. This will hopefully help if a prospective member has questions that the rack card does not address.
 - iii. Miller: We should start thinking about utilizing social media for driving memberships.
 - iv. Anthony: There might be students that would be interested in an internship. Smith is sure that there are students that would like to pursue opportunities in the wine industry. When the time is right he is willing to help.

- 6) Communication Committee Report
 - a. Status of hosting 5Lakes Energy grant web info on MWC website
 - i. Lesperance: Linda Jones sent Miller and himself a formal proposal which contains a RFP. He will forward it to the board for review and if there are no objections by Monday July 25th, it will then be submitted to 3-5 design companies for bids. **The motion to support hosting the 5 Lakes sustainability page on the MWC website barring objections by 5pm Monday July 25th passed unanimously.**
 - ii. Miller: There is an October 15th deadline, so time is of the essence.
 - b. MWC press release - update with edited version
 - i. Lesperance to email the final version of the press release draft to the board by the end of day (July 21).
 - c. Preparations for public announcement of MWC
 - i. Lesperance: Once the press release has been approved, send a list of press contacts to him, for press release submission.
 - ii. Miller: We need to have the rack cards available at the Gold Medal Reception on August 4th.
 - iii. Smith: We should have a sticker or button made with "Ask me about MWC" to wear at the reception.
 - iv. Bush: It would be a good idea to have MWC logo wear available on the website for sale.
- 7) Status of meeting with new ANR Dean
 - a. Smith: Is in touch with the Dean's Administrative Assistant and is working on scheduling a meeting. He will continue to follow up with her to get a date set.
- 8) Other Committee Reports
 - a. None
- 9) Other Business
 - a. Smith: MSU VESTA students are working on a virtual reality game for education and will be in the NW wine region during an upcoming festival in the TC area. If at all possible they would like to stop at wineries and vineyards for a quick tour, etc. Interested wineries and vineyards should contact Tom Smith for more information.
 - b. Miller: Black Star Farm was funded for the Flash Detente' unit.
 - c. Bush: Tip of the Mitt AVA was approved! This makes the 5th AVA in Michigan.
 - d. Next meeting will be in person on August 4th at the Kellogg Center, 9:30-10:30am, in the Corniche Room. The call in information is dial [888-808-6929](tel:888-808-6929) and then use access code 5083986# for anyone who will not be able to meet in person.
- 10) Adjourn
 - a. **Motion to adjourn Miller, Second: Lesperance. Adjourned 10:53am**