



Conference Call Meeting Minutes for Thursday, August 4, 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, Lutes. Public Present: Smith, Bush, Shay, Goodreau, Wenk, Worth, Jagman.
 - b. Board Absent: Berger, Trelor

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

- 4) Treasurer's Report:
 - a. Bank account status - Lutes: Bank account is ready to go. Signature card will be sent to Executive Board Members to complete. \$11,000 will be transferred out of the MWF account and into the MWC account. There is a check from 5Lakes Energy that is set to be deposited.
 - i. General discussion as to whether to have 2 checking accounts because we are really two not-for-profits, a 501(c)(3) and a 501(c)(6). Only the the 501(c)(3) is tax deductible for individuals to contribute. Along with that the 501(c)(3) must remain focused on education. Lutes will discuss with Berger and report next meeting.
 - b. IRS Form 124 Status - Smith: The form should available by the end of the month for review and submission.

- 5) Membership Committee Report:
 - a. Rack card / business cards status - Moersch: Rack card was printed and available on July 27th at the Viticultural Field Day. Business cards available now.
 - i. Miller: While at SWMREC, he introduced the MWC to all attendees and it was well received.

- 6) Communication Committee Report
 - a. Status of hosting 5Lakes Energy grant web info on MWC website
 - i. Lesperance: Received survey from 5Lakes. Miller received an email from Linda Jones that he will forward to the board.
 1. RFP status
 - a. Lesperance: Waiting on final proposal. Once it is received he will send it out to web design firms for bids. If anyone has a firm in mind to send it to, forward the contact information to Brian.
 - ii. Miller: There is an October 15th deadline, so time is of the essence.
 - b. MWC press release status

- i. Lesperance: Sent out the press release everyone on the lists provided by the board. Needs contact information for some of the larger universities. Introduced the MWC to the MWPA while at the board meeting on Wednesday August 3rd.
 - ii. General conversation regarding how the MWPA and the MWC can partner together with the MWC focusing on research and the MWPA focusing on legislative work.
- 7) Tom Smith - VESTA program update - possible collaboration with MWC
 - a. Smith: The VESTA program is close to completing year 1 of a 5 year grant from the National Science Foundation. They just had their National Summit Meeting in Vermont. Dave Miller, Cristin and Brian Hosmer attended. There are three major grant goals Tom Smith is leading two of them The simulation/virtual reality development and embedding technology into the VESTA curriculum and the VESTA Cooperative/Collaborative Model.
 - b. Miller: The MWC could co-sponsor or host a workshop. Moersch: Perhaps it can tie into next year's Viticulture Field Day. Hosmer: Could do some sort of tasting room training program which would include TIPS or TAMS training and also sensory evaluation.
 - c. Miller: We should continue discussions at a later meeting.
- 8) Next Steps for MWC
 - a. Moersch: We need work on a membership drive and start raising funds. Once we have more members we should be able to fill the remaining board seats and get the committees up and running.
 - b. General discussion regarding the cycle for grant fund requests and who would be a good resource for grant writing and keeping up with grant availability.
- 9) Other Committee Reports
 - a. None
- 10) Other Business
 - a. Miller: Linda Jones is in BC and has forwarded an email from Dr. Cain Hickey a Cornell researcher who is working in northern NY on "Spatial Vineyard Sensing and Management" with Terry Bates. He indicated that he would be interested in speaking at an upcoming conference. She also introduced herself to Pat Bowen from the Summerland Research station who did a presentation on cold hardiness, who also is interested in speaking with the Michigan wine industry.
 - b. Lutes: Wine America needs Michigan representation and thinks that we should send someone to their annual meeting. Karel Bush and Gordon Wenk are attending the annual Wine America board meeting this year.
 - c. Miller: While at the viticulture field day spoke with Doug Buhler regarding meeting the Dean Hendrick. A meeting will be set up in early December. The MWC should set research/extension priorities prior to the meeting.



- d. Smith: A VESTA student might be interested in doing an internship with the MWC working on social media, etc.
 - e. Next meeting will be a conference call on August 18th at 10:00am. The call in information is dial [888-808-6929](tel:888-808-6929) and then use access code 5083986#.
- 11) Adjourn
- a. **Motion to adjourn Miller. Adjourned 10:37am**