



Conference Call Meeting Minutes for Thursday, August 18, 2016

- 1) Call to Order:
 - a. **Motion to bring meeting to order: Miller**
- 2) Roll Call
 - a. Board Present: Miller, Anthony, Petzold, Casey, Moersch, Hosmer, Lutes, Shay. Public Present: Smith, Bush, Worth.
 - b. Board Absent: Berger, Trelor, Lesperance, Bregman.
- 3) Approval of minutes from August 4, 2016 meeting
 - a. **Motion to approve minutes, with correction in part 5 to read "all" attendees: Lutes, Second: Petzold. Motion Passed**
- 4) Meeting with ANR Dean update:
 - a. A meeting With Dean Hendrick is set for Tuesday August 23rd at 5:00pm in East Lansing. Miller, Lutes, Petzold and Moersch will attend. Director Doug Buehler and MSU Extension Director, Jeff Dwyer will also be in attendance.
 - i. Once introductions are made, Miller will give a brief history of the relationship between the wine industry and MSU, beginning with Stan Howell and Spartan Cellars, the creation of the Michigan Grape and Wine Industry Council thru the current relationship. After the history, Lutes, Moersch, and Petzold will have opportunity to speak about topics/projects they we are interested in pursuing. Including how we would like to develop specific plans in research, training/education and extension services. And how we, as the MWC, can build a solid and sound relationship with Dean Hendricks and MSU in the future.
- 5) Communication Committee Report:
 - a. RFP status.
 - i. Miller for Lesperance: Two proposals were sent in late Monday August 15th. Miller will forward them to the board and would like any feedback sent to Lesperance by Wednesday August 24th. We would like to make a decision by the end of next week.
 - b. General conversation about how to get members to serve on committees. Perhaps a blog or a page that has the committees listed and the Committee Chair's contact information and which committees are in most need of members. Moersch would like an updated registration report / membership list sent out weekly or have a place on the website that could be accessed by Board member only. Moersch is going to send out information on "Basecamp" an online project organizer of sorts.
- 6) Plan to fill remaining Board positions
 - a. General conversation about how to get the word out that we are still looking for Board members and Committee members.

- i. Smith and Worth have met and discussed how VESTA and the MWC can use social media. Smith says that there are funds in the VESTA program to have a paid intern and that if the MWC could put forth some monies the intern can work for both groups. They will set up a meeting with Lesperance and work out details and then come back to the Board with a proposal.
 - b. General conversation about Committee Chairs and recruiting members. All Committees should develop plans and set priorities.
 - i. An updated list of Committee Chairs and members will be sent out today. Every week or two an updated list should be circulated to the members. This will help to determine if our recruiting efforts are paying off and if not, we will need to look at other ways to build membership.
- 7) Next Steps for MWC
 - a. Plans for fall and winter
 - i. Miller: Linda Jones sent contact information for Dr. Cain Hickey and Pat Bowen. They are the two speakers that she saw in BC. Petzold, being the Chair of the Research and Education Committee, will take the lead on contacting them as potential speakers at upcoming industry conferences.
 - 1. Petzold would like at least 4 members on the committee to have input on the speakers.
- 8) Tom Smith -
 - a. USDA AFRI grant _ MWC letter of support
 - i. Smith: Brent Ross is asking for a letter of support from the MWC for a second grant to continue research with Michigan wineries. Smith will draft a letter and send it to Miller to sign and submit.
 - 1. **Motion to send in letter of support: Anthony, Second: Moersch.**
Motion Passed
 - ii. We should put the summary of the findings from the first grant on MWC website and broadcast to the industry and general public that we are supporting the second grant.
- 9) Other Committee Reports
 - a. None
- 10) Other Business
 - a. Miller: Received another bill from John Scott. He will forward to Lutes and direct him send all future bills to our PO Box. Lutes and Petzold to continue to address bill with Scott.
 - b. Moersch: We need to do a second printing of the rack cards. The owner of the print shop who printed the rack cards is interested in bartering for membership.
 - i. We need to structure a guideline regarding bartering for membership.
 - c. Hosmer: Is not receiving emails. Email address to use is hosnpop@gmail.com



- d. Jones: Liesl Clark is interested in Sustainability Committee. For the Tourism Board Member, if we can not find someone from Travel Michigan, perhaps someone from the WMTA would be appropriate.
 - e. Next meeting will be a conference call on September 1st 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 10:55am**