



Conference Call Meeting Minutes for Wednesday January 18, 2017

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

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

- 3) Approval of minutes from January 4, 2017 meeting
 - a. **Motion to approve January 4, 2017 minutes: Lesperance, Second: Lutes. Motion Passed**

- 4) Committee reports:
 - a. Membership: update on activities - Gina Shay, Jess Youngblood, Elanur Ural
 - i. Youngblood: Welcome letters have been sent out to all new members. They are working on a solicitation letter to be emailed to prospective members. A draft will be available soon.
 - ii. Youngblood: We have been offered a discounted booth at the upcoming MGWIC annual meeting. The cost will be \$250.00 and will include a skirted table, a chair and a name card. Bush: MAEAP and 5 Lakes Energy will have booths set up and she can position our booth to be near each other we can cross promote and help cover for breaks, etc... Smith: Ural can help Hosmer with the design and have the booth/marketing materials printed. A pull up banner that has the same information as our rack card is a good starting place. **Motion to contract with MGWIC for a booth at the annual conference for the amount of \$250.00 and to purchase materials not to exceed \$250.00: Hosmer, Second: Petzold. Motion Passed.**
 - iii. Smith: As most of the Board and members will be in attendance at the MGWIC meeting, it would be a good opportunity to hold the MWC annual meeting. A written notice needs to be sent to the members informing them of the annual meeting. At the meeting, election of Board Members will take place and any by-law changes can be voted on. He will put together a notice and email it to Karel Bush so that Sherri Goodreau can include it in the welcome packet for new members. Lesperance will send the notice to active members. The annual meeting will occur after the MWC session on Thursday February 23, 2017.

 - b. Grants / Funding: Dave Anthony / Dave Miller
 - i. Specialty Crop Block Grant update:
 1. Miller: Anthony, Jones, Youngblood, and himself met with Heather Fortin to discuss hiring her to write a grant. Her fee is \$1800.00 to

write the grant and an additional \$1000.00 bonus if the grant is funded. General discussion of where the monies will come from. Moersch: Can we use grant monies we received from the MGWIC to pay Fortin. Bush: The council can justify funds allocated to MWC to market sustainability through GLSWA and pay Fortin to write the grant. Bush will work with Moersch and Lutes to put a process in place to submit expenses. Smith: MSU can act as a fiduciary to help with funds until grant is funded. **Motion to hire Heather Fortin for \$1800.00 to write the grant with an additional \$1000.00 payment if the grant is funded: Miller, Second: Anthony. Motion Passed.** Hosmer and Youngblood will contact Fortin to get the process started. Youngblood and Lesperance will help with content.

- c. Sustainability: Matt Moersch
 - i. GLSWA Project update
 - 1. Logo design
 - a. Moersch: He has tentatively retained a local designer to produce and submit for approval up to four designs to the board for approval for the cost of \$500.00 - \$900.00. The project would be complete in 1 - 2 months. A \$350.00 retainer is needed to start the process. Lesperance: If the GLSWA logo is a “slicker” image than the MWC logo, we might want to update the MWC to keep in the same theme. Youngblood: Seems like a long timeframe and a high cost for one logo. For that amount of money, the designer should be able to work on more than one logo. She has a designer that could possibly be a better fit and will send Moersch the contact information.
 - 2. Robotics meeting
 - a. Moersch: Reminder that there is a meeting on Friday January 20th with the robotics department at Southwest Michigan College to discuss Wall-Ye.
- d. Research / Education; Tom Petzold
 - i. Update on MSU Extension Specialist search for NW MI
 - 1. Petzold: Lutes gave a good presentation about the MWC at the Orchard and Vineyard show on January 17, 2017. Lee Lutes and Jenn Bramer are the two representatives from MWC to sit on the Search Committee. He spoke with Jennifer Berkey, the Regional Coordinator to get an update on the position. At this time there are 8 candidates They will be screened to see if they have the desired qualities for the position and with then be interviewed. Lutes: It is good to see the commitment that MSU is putting forth to find the right candidate for the position and that they are going about it in a positive way.
 - ii. Conference UC Davis, February 2017

1. Petzold: He will not be participating in the conference.
 - e. Communications:
 - i. Lesperance: We are working with Change Media to integrate Wild Apricot (membership management tool) onto our website. We should have a demo available by the end of the week. Linda Jones is working on content for the sustainability page and we should be live within a week or so. The Wild Apricot is a free trial at this time. The free trial should give us an opportunity to make sure that it works for us the way we need it to.
 - ii. Miller: We need to get the presentation for the MGWIC meeting rolling. Lesperance: He will have an outline of the presentation on Basecamp and we can discuss it at the next meeting/conference call.
 - f. Other Business
 - i. Finance
 1. Lutes: A few checks have come in recently and he has sent the information to the Membership Committee. He has spoken with Liz Berger, who is ready to get back involved with MWC, about incorporating MWF and MWC accounts and still keeping proper separation. She will alert the Board of the MWF that the MWC will be in charge of the MWF as it is a subsidiary of MWC.
 - ii. Smith: There are 3 students that will be attending the Cold Climate conference in Minnesota. He also has 2-3 students attending the MWGIC meeting. Vesta is financially supporting the student's expenses for the conferences. Bush: The MGWIC meeting is free for students. If anyone knows of a student who would like to participate, have them call Sherri Goodreau.
 - iii. Miller: He will be doing a presentation on MWC at the Southwest Michigan Horticultural Days February 1, 2017 at 1:30pm.
- 5) Next meeting / conference call
- a. Next meeting will be a conference call on **Wednesday February 8th at 10:00am**. The call in information is dial 888-808-6929 and then use access code 5083986#.
- 6) Adjourn :
- a. **Motion to adjourn Miller, Second: Lesperance. Adjourned 12:02 pm..**