



Conference Call Meeting Minutes for Wednesday January 4, 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, Casey. Public Present: Smith, Jones, Ural.
 - b. Board Absent: Berger, Anthony, Trelor, Lutes, Brengman,

- 3) Approval of minutes from December 14, 2016 meeting
 - a. **Motion to approve December 14, 2016 minutes: Petzold, Second: Lesperance. Motion Passed**

- 4) Committee reports:
 - a. Membership: Gina Shay, Jess Youngblood, Elanur Ural
 - i. Status of social media pages
 1. Ural: A Facebook page and an Instagram account have been created. Information is on Basecamp. In order to create a LinkedIn account, a company email must be used. Lesperance: Use info@michiganwinecollaborative.com and he will monitor it.
 - ii. Regular newsletters / email blasts
 1. Shay: We need to reach out to members on a regular basis to keep them aware that we are an active organization. We can compile information from social media and include industry relevant links. General discussion on how often to post on social media and to send newsletters/emails out. We should aim for monthly and/or more often if there is relevant information to send out. Miller: We should include committee updates in the news blasts. Smith: Utilize Elanur with this project. Stephanie Worth is also interested in helping. Lesperance: We as a committee should decide what should be sent out to our members. If anyone has any interesting or relevant news or stories that they believe should be shared, please send to him or to Elanur and post on Basecamp under Communication Committee.
 - iii. Social media / newsletter policy / procedure review
 1. Hosmer: We need to follow the policies and procedures that the Wine Institute has laid out. Petzold: There are a few edits that he would like made. **Motion to accept policies with the ability to edit in the future: Petzold, Second: Moersch. Motion Passed.**

- b. Grants / Funding: Dave Anthony / Dave Miller
 - i. Specialty Crop Block Grant update / discussion
 - 1. Miller: Heather Fortin has expressed an interest in writing a grant for the MWC if we can compensate her for her time. My thought is that, if the board agrees, we should have her write a grant to fund the membership and communication committees to assist in growing the MWC membership and solidifying the foundation we have started. We could use the funds to finance trade show booths, printed materials, clerical help, membership drive etc. We need first, to ask the question of the membership and communication committees: Are the membership and communication committees willing to work with Heather to: a) provide ideas and guidance for the grant proposal and; b) help execute the grant commitments if the grant is funded? Part of the grant funds would be to pay for help but the committees will have to work with the paid assistants. Lesperance supports, Hosmer and Youngblood are willing to help. Miller: We should see what the cost will be and discuss it at the next meeting.
- c. Sustainability: Matt Moersch
 - i. GLSWA Project update
 - 1. MAEAP documents edits
 - a. Moersch: The URL is secured and Trademark paperwork is completed and filed. He is working on a logo. As of now the only two options for MAEAP verification are Cropping System and Farmstead System. There is a MAEAP meeting on February 6, 2017 that he is planning on attending. The cropping and farmstead checklist along with the Live checklist have been uploaded to Basecamp.
- d. Research / Education: Tom Petzold:
 - i. Update on MSU Extension Specialist search for NW MI
 - 1. Petzold: We have been allotted 2 of the 5 seats on the search committee. I propose Lee Lutes and Jerry Stanek (a grower) if he is interested. The MSU posting closes on January 22nd.
 - ii. Update on support letters for Paolo S. GREEN proposals
 - 1. Miller: The support letters are great! .
 - iii. Progress on new planting at NWMHS
 - 1. Petzold: This spring they will be pulling out varietal trial vines, all but Riesling and will be replanting with Chardonnay, Pinot Grigio and Pinot Noir. These are the varieties that grow best in the region. Miller: A similar trial at the SW station would be a good idea.

iv. Conference UC Davis, February 2017.

1. Petzold: He will be in the Sacramento area during the time of the conference and is willing to extend his stay for another day in order to attend and present a fifteen minute introduction and Q & A about the MWC. It would be a good marketing and networking opportunity.
Lesperance: Sounds like a good time to gather feedback and meet people. Petzold will draw up a proposal for the conference.

5) Other Business:

- a. Moersch: There is a meeting at Southwest Michigan College on January 20th with the robotics department to discuss Wall-Ye. He hopes to be able to present the proposal to the MGWIC in February and get funding for a robot.
- b. Petzold: The Research/Education committee is looking to seat 6 people for a one (1) year term. He is proposing 3 for the NW and 3 from the SW. He is looking for a grower that spends a lot of time in the vineyards and Miller suggested Todd Robbins. Lesperance said that he will speak with him and pass Petzold's contact information on.

6) Next meeting / conference call

- a. Next meeting will be a conference call on **Wednesday January 18th at 11:00am** after the Webinar at 9:30. Tom Petzold will try to procure conference space so that the members attending the webinar can use one phone to call in instead of multiple phones. The call in information is dial [888-808-6929](tel:888-808-6929) and then use access code 5083986#.

7) Adjourn :

- a. **Motion to adjourn Miller, Second: Lesperance. Adjourned 10:34 am.**