



Conference Call Meeting Minutes for Thursday, October 27, 2016

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

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

- 3) Approval of minutes from September 1, 2016 meeting
 - a. **Motion to approve September 1, 2016 minutes: Moersch, Second: Lesperance. Motion Passed**

- 4) Committee reports / plans:
 - a. Research / Education: Role of MWC in establishing speaker agenda at MI conferences.
 - i. Miller on behalf of Petzold: What role should the MWC play in the speaker's agendas? Bush: Petzold is on the conference planning committee that is working on crafting the agenda for the Grape and Wine Council Annual Meeting. Miller: We would like to have an opportunity to give an update from the MWC committees. Bush: The council is looking at scheduling a 1 hour combined session for the MWC and the MWPA. This will give participants an opportunity to learn the difference between the two groups and to better understand the benefits of belonging to both groups. Lesperance: It would be good to do a webinar that addresses the issues.

 - b. Membership: organizing information, updating, tracking
 - i. Lesperance: Will research a membership tracking tool / program that can manage dues, status of membership, etc... He has a goal to have it in place this winter. We need to have some sort of follow up regarding new members, payment and acknowledgment for joining. Miller: Tom Smith emailed an example from the Michigan Turfgrass Foundation. We would also like to have the funds in the future to have an office staff person. Moersch: Will get Basecamp back online.
 - ii. Membership drive this winter - presentations at conferences
 1. Miller: Do we want a booth at the Michigan Wine Conference in February? Hosmer is willing to help man it. We need to get the materials together. (Banners / Rack Cards / etc...) Moersch: Where should rack cards be sent for distribution? Send to Jon Trelor for SE region distribution, Black Star Farms for North region (Hosmer to help distribute), and send 50 to Karel Hall to include in start-up packages.
 - iii. Jessica Youngblood, Youngblood Vineyards, would like to become a voting member representing Grape Growers in the SE region. **Motion to approve Youngblood on the Board of the MWC: Moersch, Second: Miller. Motion**



passed. She has filled out the application and will send in her \$250.00. Youngblood will also be a member of the Membership Committee.

- c. Communication: Status of 5 Lakes Energy project
 - i. Lesperance: We are still waiting on biographies and pictures from the Executive Board for the website. He will be meeting with the design team from Change Media in the next week or so to assess progress. The website should be live within two to three weeks.
 - d. Sustainability:
 - i. Opportunity for work with 5 Lakes Energy grant funds
 - 1. Jones: The funds from the USDA grant are available until March. Miller: What do we need to do in order to utilize the funds? The Sustainability committee will hold a meeting in late November to discuss ideas of where the monies should be allocated. Moersch will coordinate with Jones and Clark to set up a conference call for the committee.
 - 2. Shay: Has been in touch with members of the Long Island Sustainable Winegrowing (LISW) and they have indicated that they would be interested in participating in a discussion with the MWC. Lesperance: Jones and Shay should continue to discuss this outside of the meeting. Moersch: We should look to the Oregon / Washington model (LIVE) for ideas.
 - e. Finance:
 - i. Paying bills / credit card
 - 1. Lutes: As of now we do not have a debit card. The bill to Holland Litho has been paid.
 - ii. Attorney fee
 - 1. Lutes: Still working on trying to resolve the John Scott bill. Petzold is to be meeting with him this week.
 - a. **Motion to resolve the billing dispute by paying the amount due, if the upcoming meeting is not fruitful: Lesperance, Second: Moersch. Motion passed.**
- 5) MSU - next meeting? Great Lakes Expo?
- a. General discussion as to who is in charge of the schedule at the GL Expo. Tuesday is grape day and if we would like to have a presence at the Expo, we need to communicate with the Expo leadership.
- 6) Next meeting / conference call
- i. Next meeting will be a conference call on November 10th at 10:00am. 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. Adjourned 11:04am**