



Conference Call Meeting Minutes for Wednesday November 23, 2016

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

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

- 3) Approval of minutes from November 10, 2016 meeting
 - a. **Motion to approve November 10, 2016 minutes: Lutes, Second: Moersch. Motion Passed**

- 4) Committee reports:
 - a. Membership:
 - i. WineStudio - Gina Shay.
 1. Shay: Updated basecamp with WineStudio information. It runs \$2500.00 for four weekly sessions. Tina Morey, the administrator, is willing to work on pricing for 2 or 3 sessions. Lutes: It seems like expensive marketing. Lesperance: Let's table the idea for a bit. Bush: It seems like a good fit for the MGWIC. Have Tina contact the council.
 - ii. Booth at Great Lake Expo - Gina Shay
 1. Shay: There are still openings for booth space at the Expo and she is willing to man it for one day. Miller: We are not prepared with marketing materials at this time. We would be better off wearing the "Ask me about the MWC" badges and work the crowd. Smith: Perhaps prior to each session, we could be allotted 30 seconds to introduce the collaborative and then network from there.
 - iii. Welcome Packet:
 1. Shay and Youngblood have been working on a draft for a welcome letter/pack. They along with Ural and Goodreau will look for some type of "swag" to include. A draft will be sent out for review prior to the next meeting.
 - b. Research / Education: Update on MSU Extension Specialist search of NW MI.
 - i. Miller for Petzold: Petzold wrote a letter to Jeff Dwyer asking that MWC be part of the search and review team. Dwyer responded positively and has put Tom Petzold on the committee. Lutes: The job was just posted on MSU postings page. Let's keep in the loop and make this a priority.



- c. Communication:
 - i. Lesperance: There will be a draft for the new website that will include a payment component within the next two weeks. He and Linda Jones will meet next week (December 1st) to review progress.
 - ii. Meeting time for Michigan Wine Conference_Karel Bush
 - 1. Two time slots are available during the MWGIC meeting this February. The first is Wednesday February 22nd after the Winemaker's Tasting and prior the Welcome Reception and the second time slot available is Thursday February 23rd after the sessions and before the banquet.
 - a. **Motion to put the MWC on the schedule at 5:00pm for 30 minutes on February 23rd: Lesperance, Second: Lutes. Motion passed.**
- d. Sustainability:
 - i. Project recap - Matt Moersch
 - 1. Moersch: He and Jones will work together for the December 2nd meeting. Proposed name is Great Lakes Sustainable Wine Alliance (GLSWA) We should partner with MAEAP and support them with a financial contribution to show that we are serious. There are 65 MAEAP verified vineyards in Michigan and we should work on having them join the MWC,
 - 2. Sustainability Committee meeting on December 2nd from 10 - 11:30 am at the Berrien County Extension Office (SWMREC) at 1737 Hillandale Rd, Benton Harbor, MI 49022. Call in information for those who can not meet in person is dial 888-808-6929 and then use access code 5083986#. Smith will give Jones the host code for the call.
- e. Finance:
 - i. Update deposit list and balance
 - 1. Lutes: Will add the newest members to the master list on Basecamp and make sure that the list is complete. Deposits from Youngblood Vineyards , Linda Jones, and a \$2000.00 check from St. Julian were made. The balance is ~\$10, 900.00.



- 5) Other Business::
 - i. Elanur Ural is a Vesta student that doing an internship for Vesta and is available to do some work for MWC. Smith: Send ideas to her and utilize her for social media, etc...
 - ii. Grant opportunity to fund MWC clerical position
 1. Jones: There is \$75,000 - \$80,000 available for cost reimbursement grants. MWC is an eligible applicant. The deadline is the end of March, 2017. She suggests that we have a subcommittee look at potential projects that we would like to apply for. (This would be for 2018). Dave Anthony being the chair of the Grants/Legislation and Fundraising should spearhead the project.

- 6) Next meeting / conference call
 - a. Next meeting will be a conference call on **Wednesday** December 14th at 10:00 am. 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 11:07 am.**