



## Conference Call Meeting Minutes for Wednesday December 14, 2016

- 1) Call to Order:
  - a. **Motion to bring meeting to order: Miller**
  
- 2) Roll Call
  - a. Board Present: Miller, Lesperance, Moersch, Lutes, Youngblood, Casey, Brengman, Petzold. Public Present: Smith, Jones, Ural, Clark, Moyer.
  - b. Board Absent: Berger, Anthony, Trelor, Hosmer, Shay.
  
- 3) Approval of minutes from November 23, 2016 meeting
  - a. **Motion to approve November 23, 2016 minutes: Petzold, Second: Lesperance. Motion Passed**
  
- 4) Committee reports:
  - a. Membership:
    - i. GLE recap - Dave Miller
      1. Miller: Late to the morning sessions and was not able to bring up the MWC, but he did have an opportunity to briefly address the attendees during the afternoon sessions and introduced the MWC. He was not approached for discussion during the expo. There were not many grape people in attendance. Moersch: Spoke to lots of vendors regarding the sustainability aspect of the MWC. Seemed to be lots of interest in getting involved.
    - ii. Membership welcome letter/kit and new member workflow - Jess Youngblood/Elanur Ural
      1. Youngblood: A draft of the letters has been sent out and would like feedback. Petzold had a few changes not material to the content. Moersch would like to add that the MGWIC is a lifetime membership and to clarify that the access to the members only portion of the website is for industry and not general members. Petzold would like to integrate the User ID and Password for the member's only area into the letter sent to industry members. General discussion regarding content changes and clarification between industry and general memberships which included the difference in the MWF and the MWC. **Motion to approve letters once edits are done: Lutes, Second Moersch. Motion Passed**
        - a. Swag for new members - Youngblood to provide pricing for Maglite and other "gift" items.
        - b. Software for membership management - Moersch would like the board to review options and present them at the next meeting. Board members should use Basecamp for discussion.

- c. Email for board members through the website - Lesperance:  
We need to reassess email plans after we chose a membership management service.
  - b. Communication:
    - i. Contact membership re: MWC status, goals, plans for 2017 - Tom Petzold
      - 1. Miller: We should have quarterly communication with the members. Lesperance agrees. Miller would like the committee chairs to begin setting goals and plans for 2017 and beyond.
    - ii. Website status - Brian Lesperance
      - 1. Moersch bio is missing. Matt will resend and Lesperance will follow up. He and Jones met with Change Media and provided feedback and little tweaks to the content. The website will be ready to launch in the very near future. Miller would like to be able to have recent news and accomplishments up and running soon. Lesperance: There are two areas to the site that are more sophisticated. The first one is the Resources page. There will be the ability to use tags so that articles, links and other communication will be easily searchable. The second is the News and Events page. Here tags will also be utilized. The goal is to have a website that remains usable even as the amount of content grows.
  - c. Grants / Funding.
    - i. Specialty Crop Block Grant possibilities - Dave Anthony / Dave Miller
      - 1. The deadline for submitting is March. Christalyn \_\_\_ who was with Cornell and is now with MSU is interested in helping to write a grant for funds that can be used for marketing and an administration person. Linda Jones is willing to help also. Please put any comments and thoughts on Basecamp and we will have more information for the next call.
      - 2. Lutes: Has been in contact with Heather Fortin who is a grant writer and is interested in securing a grant that would be used for marketing the NW region, and eventually the entire state of Michigan, to the east coast and other areas outside of the Great Lakes region. He will ask for more information and will follow up at a future meeting. Smith knows Heather and says that she is very good and it is worth pursuing.
  - d. Sustainability:
    - i. Project update - Matt Moersch
      - 1. The sustainability meeting on December 2nd was productive and well received. We received funding of \$17,500 from the MGWIC to be used for the sustainable effort. Part of the funds will be used to hire someone to work on getting the 65 verified MAEAP members to join

the MWC. The GLSWA will be verified by MAEAP. Moersch will work on securing the URL and a trademark for GLSWA.

2. **Motion to name the MWC sustainability subsidiary Great Lakes Sustainable Wine Alliance (GLSWA): Moersch, Second Lesperance. Motion passed.**

- e. Research / Education: Update on MSU Extension Specialist search for NW MI - Tom Petzold
    - i. Spoke with Ron Bates from the Ag Bio MSU Extension and offered our assistance. We will be part of the selection committee.
    - ii. Conversation with Brad Baughman SW Extension specialist for grapes - Dave Miller.
      1. Baughman is interested in education and research and will work on keeping the SW and the NW offices in touch with each other.
    - iii. Letters of Support for MSU (Paulo S) Funding request - Project GREEN
      1. Petzold: There are two grants that he is requesting Letters of Support for. The first is for sour rot in Riesling, vineyard practices to reduce bunch compactness and canopy management. The second is for research on grape vine hardiness concentrating on DNA/genetic codes that can be turned "on/off" for hardiness. Moersch: There has been much research in Germany that debunks the gene theory. He has also been approached to be on the Project GREEN committee. Lutes: Perhaps it would be more beneficial for individuals and not the MWC to write the Letters of Support. Smith: One of the Research and Education Committee's functions is to review and send Letters of Support. Petzold: Would like three more members on the committee to review and discuss such requests prior to writing letters of support. Work through Basecamp and discuss at the next meeting. The deadline is January 2017.
- 5) Other Business:
    - a. Moersch: Will send out information about a Robot for Vineyards. He believes that the MGWIC will fund it, but would like input from members and for the Research and Education Committee to review.
  - 6) Next meeting / conference call
    - a. Next meeting will be a conference call on **Wednesday** December 28th 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 11:17 am.**