



Conference Call Meeting Minutes for Thursday, September 1, 2016

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

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

- 3) Approval of minutes from August 18, 2016 meeting
 - a. **Motion to approve August 18, 2016 Dean Hendrick minutes, with correction in part 3, b, ii to read "They" and August 18, 2016 minutes: Anthony, Second: Lesperance. Motion Passed**

- 4) Meeting with ANR Dean recap:
 - a. Miller: The meeting with Dean Hendrick and Directors Buehler and Dwyer was constructive. They were very receptive to the MWC and are looking forward to working with us. It is an excellent time to collaborate as monies are starting to free up. We would like to make plans to meet again soon, perhaps at the GLE in December.

- 5) Committee Plans for post - harvest period
 - a. Communication Committee Report:
 - i. RFP status.
 1. Lesperance: We have chosen Change Media out of Lansing to develop the website. The format that they will use is Wordpress, which will allow us to do a lot of the day to day work easily, as many of us are familiar with the inner workings of the program. He is planning on setting up a call next week for a "kick off" discussion. If any member is interested in participating in the discussion, please email Brian and he will work on logistics.
 - ii. Accessing membership info. Reporting of new members
 1. Lesperance: Revised data base was sent out last week. More revisions are necessary. He is hoping that there is a plugin for Wordpress that will allow the board access to a membership list on the new website. Meanwhile, as members join, we will update the database spreadsheet accordingly.
 2. General conversation about how to designate the funds that will be generated by new members. Lesperance changed the wording on the "Join Now" page of the website to instruct individuals to make checks payable to MWF and organizations to make checks payable to MWC.
 3. Lutes: Nancy Oxley contacted him about how St. Julian can become a Founding Member. It was decided all membership options need to be further refined (see below).

- b. Research and Education Committee report
 - i. Miller for Petzold: He would like for the committee to gather thoughts on speakers for the winter meetings/conferences.
 - 1. Lutes: Suggested Rick Jones as a potential speaker at the annual meeting.
 - c. Membership Committee Report
 - i. General discussion followed regarding “Founding Members”, “Sponsors” and “Corporate Sponsors”. Miller: The Membership Committee should develop an outline that lays out options, present it at a future meeting and have the Board vote for approval of the policy.
 - ii. Moersch: Basecamp is a good platform project management tool that seems to be working well for the members. Need to re-add Dave Anthony to the group.
 - d. Grants / Legislation / Fundraising Committee Report
 - i. Anthony: Once the 2016 election process is over and committee assignments are made in early 2017, he will make visits to the appropriate elected officials and see who is interested in working with MWC.
 - e. Finance Committee Report
 - i. Lutes: The account is in excess of \$12,000. The bill for the rack cards has been paid. There are some monies coming in and once we have the ability to take payments online, he will monitor the account regularly.
 - 1. Lesperance: Received check book and will forward it to Lutes. Status of the debit cards for the Executive Board? Lutes will follow up with the bank.
 - 2. Lutes: He and Petzold are still working on the John Scott bill.
 - f. Sustainability Committee Report
 - i. Moersch: Nothing to report
- 6) Gina Shay - WineStudio media Option
- a. WineStudio is a social media based blog/facebook/twitter virtual wine tasting “venue”. Would the MWC be interested in participating / sponsoring? There is much information on Basecamp under the Communications section.
 - i. Lesperance; Let’s continue to explore the possibility through Basecamp and bring it up for a Board vote in the future.
- 7) MWC Looking ahead - fall and early winter conferences
- a. GLE.
 - i. Miller: We should continue to discuss speakers for the GLE in Grand Rapids in December and should perhaps the Research/Education Committee can meet/call a couple of times prior to the expo. Mark Longstroth is quite involved in the planning of the meeting and perhaps we can ask for a spot in the program for an informational meeting / membership drive.

8) Other Business

- a. Moersch: Which committee, the Membership or the Communication, is best suited to reach out to present and new members in order to get them to actively engage and participate on committees? Lesperance: We do need to contact present members that are not active and try to engage them.
- b. Miller: We need to have the Committees communicate amongst themselves and then have the Chair's make a report. As the membership grows, it will be difficult to keep the conference call down to an hour and still be constructive.

9) Next meeting / conference call

- i. Next meeting will be a conference call on October 27th at 10:00am. The call in information is dial [888-808-6929](tel:888-808-6929) and then use access code 5083986#.

10) Adjourn

- a. **Motion to adjourn Miller. Adjourned 11:12am**