



Conference Call Meeting Minutes for Wednesday February 8, 2017

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

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

- 3) Approval of minutes from January 18, 2017 meeting
 - a. **Motion to approve January 18, 2017 minutes: Brengman, Second: Lesperance. Motion Passed**

- 4) Committee reports:
 - a. Membership: update on activities
 - i. Prep for conference booth: Jess, Gina, Elanur
 1. Youngblood: We received a final quote of \$235.58 for the banner. Two versions will be on Basecamp. Please look at them and make edits/suggestions. Lutes will put down the necessary deposit. Tablecloths are \$218.00 for a six footer and \$249.00 for an eight footer. Moersch: A runner would be more useable, as table size would not be an issue. **Motion to approve additional funds for a runner not to exceed \$250.00: Moersch, Second, Lesperance. Motion Passed.** Shay: She will make a sheet for members to sign-up for booth management during the conference and post it on Basecamp. Smith: Elanur will be at conference and can help with the booth. Lesperance: Will bring a Surface Tablet to leave at the booth for new member sign-up. Our website along with Wild Apricot will be ready to accept online sign ups. Moersch: Where is a convenient place for the marketing materials to live? Bush: The MGWIC has storage space and is willing to keep them for the MWC. They will take them back to Lansing after the conference.
 - b. Grants / Funding
 - i. Specialty Crop Block Grant update: Cristin, Jess
 1. Miller: The RFP has been released. The deadline for submitting applications is April 6th at 3:00pm. Youngblood: We should meet with Heather Fortin while we are at the conference. Brengman, Hosmer, Youngblood and Fortin will meet Wednesday, February 22nd at 8:30 am.

- c. Sustainability : Matt
 - i. Moersch: He is working with Peter Laing on the GLSWA. He attended the MAEAP meeting last Monday and is following up with Josh Applebee with suggested edits re: cropping & farmsteading. The trademark is secured as well as the URL for GLSWA. He is still working on a logo.
 - 1. Vineyard Robot
 - a. Moersch: The meeting at SMC went well. The robot looks promising and the people that were at the meeting are highly in favor of pursuing funding in order to procure one. He will go in front of the board of the MGWIC and ask for funding.
- d. Research / Education: Lee, Dave M.
 - i. Moersch: Met with Brad Bauchman discussed funding for spraying and maintaining the vineyard at SWMREC and LMC. Miller: We should meet with the Research Committee at the conference to plan guidelines and offer guidance to LMC and MSU for the variety trial and micro vines.
 - ii. Recap presentations at NW Hort show; SW Hort Days
 - 1. The SW Hort Days were well attended. The MWC presentation was the same as the NW Hort show, with a few edits and tweaks. Moersch: The MWC presentation was well received. Our name and message is out there.
- e. Communications; Brian
 - i. Lesperance: The website launched yesterday around 4pm. He had about an hour of training on the backside of the site. He will add news, meeting minutes and future meetings to the site, as well as general cleanup. Smith: Will put together ballots, By laws, proposed changes, etc... for the annual meeting. Lesperance created an event for the Annual Meeting on Wild Apricot and will add to the event as supporting documentation. The free trial of Wild Apricot is working well and he would like to adopt it as our membership management tool. We also need a payment gateway for the online store. **Motion to approve moving to the paid version of Wild Apricot and to the use of Authorize.net as a payment gateway and merchant account pending veto by Friday February 10th at 5:00pm: lesperance, Second: Moersch.** Lesperance will put details for costs on Basecamp.
 - ii. Conference pret
 - 1. Lesperance: Will plan on using the existing presentation and evolve it to add a comparison of the MWC, MWPA, and MGWIC. Bush: As of now 52 people have indicated that they will attend the MWC session.
- f. Finance: Lee



- i. Lutes: Payment for the booth at the conference has been made. He is working with Liz on the transfer of monies from the MWF account. A credit card for the MWC is in the works and all recurring payments will be set up on it. He will get a check out to Heather Fortin for the grant application.
 - g. Other Business:
 - 1. Moersch: There is approximately \$170K that the governor has not allocated back into the MGWIC funds for 2018. Dave Anthony will draft a letter for the legislatures for the MGWIC funding. Moersch: He would like to see some type of excise tax, for example 1.5 cent per liter, that could generate about one million dollars to help secure our industry's future. General discussion about being strategic in our quest for funds and on approaching the legislature for them.
 - 2. Youngblood: We need to speak with Elanur to find out when she is available for our meetings..
- 5) Next meeting / conference call
 - a. Next meeting will be our Annual Meeting on **Thursday February 23rd at 5:30pm.**
- 6) Adjourn :
 - a. **Motion to adjourn Miller, Second: Lesperance. Adjourned 11:05 pm..**