



Conference Call Meeting Minutes for Thursday March 9, 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, Brengman, Casey, Petzold, Briggs. Public Present: Smith, Bush, Ural, Fortin.
  - b. Board Absent: Trelor, Anthony, Lutes, Nitz.
  
- 3) Approval of minutes from February 8, 2017 meeting
  - a. **Motion to approve February 8th, 2017 minutes: Lesperance, Second: Moersch. Motion Passed**
  
- 4) Bylaws / organizational items:
  - a. Attached is a spreadsheet of the 2017 Board with their terms.
    - i. Smith: SW Grape Grower, Dan Nitz and NW Winery, Jay Briggs have a two year term in order to allow 5 Board positions electable every year.
  - b. Discuss an insurance program that the Illinois group is considering.
    - i. Smith: I was involved in a similar program with the Michigan Groundwater Association and the MI Golf Course Owners Association also has one. The general idea is to have insurance coverage from one company for the group and as the insurance company would be a sponsor they would rebate a certain dollar amount back to the MWC. The Groundwater Association was getting an annual rebate of \$12,000. Miller: It is worth looking into. The Finance Committee should research the idea.
  - c. Need to set attendance policy at board meetings per amended bylaws.
    - i. **Motion to propose that board members must attend 80% of meetings annually. Absences will be considered unexcused unless a board member lets an Executive Board member know of planned absence in writing.**
      1. **Miller, Second: Lesperance.**
      - ii. **Motion to amend proposal to read: excess absences to include three consecutive unexcused absences will also be grounds for termination from the board. :Moersch, Second, Briggs. Motion Passed.**
  - d. Brief discussion about setting up new board member orientation.
    - i. Smith: A welcome package needs to be put together for new board members. The package should include a welcome letter, the Bylaws, the last two meeting minutes and Robert's Rules of Order. Elanur Ural will put it together and get it to Dave Miller for approval and signature.

5) Committee reports:

a. Membership:

- i. Youngblood: Where does the committee get new member information.  
Lesperance: Wild Apricot is the membership application. He will add Jessica as an administrator. The system supports contacts which can be sorted as members and non members. We now have 63 members.

b. Grants / Funding:

i. Specialty Crop Block Grant update

1. Heather Fortin: Met with Jessica Youngblood and Robert Brengman to discuss the goals of the MWC for the grant. They are concentrating on three topics:
  - a. Marketing and Promotions
    - i. The need to get Michigan wine out to the public out of state. Perhaps by getting involved in festivals or events in bordering states, east coast states and or California  
The benefit to members would be to prove Michigan wines are competitive and for brand exposure.
  - b. Membership Development / Expansion
  - c. Sustainability / Connectivity
2. Miller: We need to make sure that we are including quality along with sustainability. Marketing and promotion should be for the industry not for individual organizations. Shay: We also need to raise awareness inside of Michigan. Brengman: We need letters of support for the grant. The letters should be diverse, including an educational standpoint. Miller: We need to pursue funding every year so that we can meet as many goals as possible. Share ideas and thoughts with Heather by Monday March 13th as the deadline is April 6, 2017.

c. Sustainability:

i. Vineyard robot

1. Moersch: He has been in contact with Chris Millio the owner of the robot. He has invited him to attend the SW Viticultural Field Day this summer and demonstrate the robot. Petzold: Could he also demo the robot at the NW Open House?

ii. GLSWA

1. Moersch: There is a follow up meeting on March 21st. A new designer for the logo has been retained.

- d. Research / Education
    - i. Petzold: The first face to face committee was held on February 22, 2017. Minutes are attached. The committee has decided to be actively engaged in education issues and to stay informed on research items. Smith: The committee is looking to have an active role in revitalizing the MSU Grape Team.
    - ii. Youngblood: There is a Trellis Workshop on March 25th free to students. Could we put the MWC and MGWIC logo on the flyer. Petzold: Yes to MWC and Bush yes to MGWIC.
  - e. Communication:
    - i. Lesperance: Website is up to date. The last minutes have been published and the next meeting date is on the site. All emails to the MWC have been responded to.
  - f. Finance:
    - i. Lutes: Absent - nothing to report.
- 6) MGWIC funding:
- a. Letter(s) of support:
    - i. Miller: The letter that Liesl Clark drafted is a good place to start to ask for the \$170k. Lesperance: Is in agreement that individuals should send letters of support.
  - b. Craft Beverage Council
    - i. Miller: Gordon Wenk does not believe that the funding for the Council will take place this year (2017). Lesperance: Spoke with Rob the lobbyist for the MWPA they are not going to lobby for the \$170K as they are putting their efforts into the Craft Beverage Council. Miller: We the MWC would like to take a leadership role in the CBC. Lesperance: It is not out of question for mid-year budget funding be approved for the CBC. The bill is 2-3 weeks out.
- 7) Other Business:
- a. Shay: Could we please post committee meetings and any other events on Basecamp calendar so that everyone is aware of them. Briggs: Please add to Basecamp. Hosmer: She went to the Texas conference and has ideas to add for next years meeting. Do we have capability to survey members and ask what they would like to see the MWC work on? Lesperance: We have a survey tool that can be used.
- 8) Next meeting / conference call
- a. Next meeting will be on **Thursday March 23rd at 10:00am.**
- 9) Adjourn :
- a. **Motion to adjourn Miller, Second: Lesperance. Adjourned 11:15am.**



**2017 Michigan Wine Collaborative Board of Directors**

**Board #Term Expires at the Annual Meeting held Feb of the next year ( ) Bd Member**

**Representing**

|    |           |                      |                                |
|----|-----------|----------------------|--------------------------------|
| 1  | 2017 (18) | Matt Moersch         | SW Winery                      |
| 2  | 2019 (20) | Brian Lesperance *   | SW Winery                      |
| 3  | 2018 (19) | Lee Lutes            | NW Winery                      |
| 4  | 2017 (18) | Robert Brengman      | NW Winery                      |
| 5  | 2018 (19) | Tom Petzold          | NW Grape Grower                |
| 6  | 2019 (20) | Cristin Hosmer *     | Tourism                        |
| 7  | 2017 (18) | Jon Trelor           | SE Winery                      |
| 8  | 2019 (20) | Dave Miller *        | SW Winery                      |
| 9  | 2018 (19) | Dave Anthony         | UP Winery                      |
| 10 | 2017 (18) | Shannon Casey        | Restaurant/Retail              |
| 11 | 2017 (18) | Gina Shay            | Supplier/Vendor                |
| 12 | 2019 (20) | Jessica Youngblood * | Other Region Grape Grower (SE) |
| 13 | 2018 (19) | Dan Nitz *           | SW Grape Grower                |
| 14 | 2018 (19) | Jay Briggs *         | NW Winery                      |
| 15 | 2019 (20) | OPEN                 | NE Winery                      |

\* Elected at Annual Meeting on February 23, 2017



Michigan Wine Collaborative  
Research & Education Committee Meeting --- MINUTES  
Grand Traverse Resort -- Council Room  
Minutes for 1st Meeting, Wednesday, 22 Feb, 3:30 – 5:00 pm

- 1) **Call to Order – Present:** Dave M, Lee Lutes, Tom Smith, Matt Moersch, Brian Matchett and Tom P.
  
- 2) **Introductions/Committee membership –** Tom x 2; Lee; Dave; Matt; Brian M; Jerry Stanek (in FL). It was decided that Brian Matchett and his counterpart at Southwest MI College (SMC), Stacey Racklin, should be members of the committee. Tom P will contact her. Additionally, we should plan to request attendance of the NW and SW MSU/E educators (viticulture), depending upon the items, understanding that the NW position is now in the selection process to be filled.
  
- 3) **Overall Priorities for Committee – 12-24 Months:** The discussion revealed the recognition that our Research resources and influence will remain weak for the coming 12-18 months minimum, but we have already engaged in important Education initiatives (MSU meeting/NWM MSU/E search committee). This is likely to remain true and we should be prepared to be engaged. But, more importantly, Tom S pointed out, is to have clarity on the process on how we will engage on both the Research and Education levels. What are the key institutions? Where and how do we get involved in the collaboration? When we have this clarified, we can decide on how we should apply our time and \$\$ resources. In Summary, work on the Process and Procedures for our (MWC) engagement, while continuing our Dialogue and Assessment of existing relations/actions of MSU, MSU/E, VESTA and SMC/LMC and NMC. After understanding better how we can best engage, then we should call a meeting at MSU to reconvene the “Grape Team” from the different departments, letting the key players know that we are ready to engage and stay engaged – to help provide requirements, to evaluate and find other partners should this not be working to MWC satisfaction. Tom P offered to start this effort by giving some thought to the process and providing a draft diagram, which identifies the players and their Interactions and how the MWC can collaborate to improve their effectiveness.
  
- 4) **Committee work - Processes/Procedures –** The item above took up most of the time and thus we barely touched on this item, except in the more general sense. That is to say that until we understood the framework within which the Committee would be working (among the various Research/Education organizations/institutions), we should wait to configure our working modes. We appeared to agree that eventually we will likely need to create two subcommittees (Research;Education) and perhaps later to break into two separate committees. No fixed date was set for the next meeting, although it would likely be via teleconference. We could communicate via email and BaseCamp.
  
- 5) **Other Business:** Lee briefed the group that the NWM MSU/E selection committee had looked at several candidates, who came with impressive resumes. An important presentation day was set for 21 Mar at the NWMHRS, when each of the three final candidates would give presentations. Local winegrowers were invited and encouraged to attend. The attendees would be encouraged to ask questions and be asked for their opinions on the quality of the presentations for the benefit of the



**Selection Committee.**

6) Next meeting / conference call -- Not decided.

7) Adjourned at 4:45 pm

**TMP**

**4 Mar 2017**

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