



Conference Call Meeting Minutes for Wednesday April 12, 2017

- 1) Call to Order:
  - a. **Motion to bring meeting to order: Miller**
  
- 2) Roll Call
  - a. Board Present: Miller, Lesperance, Moersch, Youngblood, Hosmer, Brengman, Briggs, Nitz, Shay. Public Present: Smith, Bush.
  - b. Board Absent: Excused: Petzold, Casey, Lutes, Anthony. Unexcused: Treloar.
  
- 3) Approval of minutes from March 23, 2017 meeting
  - a. **Motion to approve March 23 2017 minutes: Miller, Second: Brengman. Motion Passed.**
  
- 4) Committee reports:
  - a. Membership:
    - i. Youngblood: We now have 73 members. The committee is working on a Mission Statement as well as goals for the year. They will work with Lutes to make sure that members who mail in checks are updated in Wild Apricot. Lesperance will set up a training session for Wild Apricot for the members who need to have access to the database. He will also invite Sherri Goodreau to the training.
  
  - b. Grants/Fundraising:
    - i. Specialty Crop Block Grant update:
      1. Youngblood: The grant was submitted on April 6, 2017. Lansing will review in May and we will know if we have received it in August/September 2017. If we get the funding the monies will be available in November.
  
    - ii. PA 232 grower assessment program:
      1. Miller: We should look into a self assessment program which would be a tax assessed on wine grape growers. We would need 51% of the wine grape growers to approve the assessment. We need to schedule a meeting that involves Dave Anthony and Gordon Wenk to discuss these issues further. Moersch: Would still like to see an excise tax on all wine sold in the state. ie: "Gallo " tax. Smith: Oklahoma has done an alternative type of taxing. They tax on the growth of the Industry.
  
    - iii. Bush: Dr. Schultz has asked that his travel expenses and honorarium, from this past MGWIC conference, be donated to the MWC. The council will donate \$1000.00 in his name to the MWC. Miller: Will send thank you letter to Dr. Schultz.



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- c. Sustainability:
    - i. Moersch: The first committee meeting was held on April 6th. Minutes are posted on Basecamp. Please check Basecamp for further meeting dates. He is working with MSU on a Grape \*A\*syst program. There are two logos in consideration for the GLSWA. A vote by the board members was taken. Logo "A" received 5 votes and Logo "C" received 4 votes. **Motion to approve Logo "A" for the GLSWA: Moersch, Second: Briggs. Motion Passed.** The logo will be posted to Basecamp along with color versions. Moersch will get the logo trademarked.
  - d. Research / Education:
    - i. Phil Korson (Cherry Marketing Institute) Meeting
      - 1. Miller: The call with Phil was excellent. We received good advice and guidance for working with with MSU, along with ideas of funding and how to leverage resources. The minutes of the call are posted on Basecamp.
      - 2. Smith: He and Petzold will be attending the VESTA National Summit in Isle of Palms, SC.
  - e. Communications:
    - i. Lesperance: A committee meeting will be scheduled soon. At that time a Mission Statement and goals will be developed. One of the goals at this time is to integrate GLSWA members onto the Sustainability page. Now that the logo has been established, he will work on a press release, etc... He hopes to cross train committee members on how to update the website. In the next newsletter we should put a call out to members to join a committee. Miller: Should Marketing be a separate committee? Lesperance: We should expand the Communications committee to include Marketing.
  - f. Finance:
    - i. Lutes: Nothing to report.
- 5) MGWIC update:
- a. Bush: There are two new Governor appointed members to the Council Board. They are Dustin Stabile of Mackinaw Trail Winery and Deb Burgdorf of Bergdorf's Winery.. The Wholesaler appointment is Rick Lopus from Great Lakes Wine & Spirits.



- 6) Other Business:
  - a. Miller: Jess will forward the proposed budget from the grant to the Executive Board.
  
  - b. Smith: The Detroit branch of the Federal Reserve Bank of Chicago (Detroit Association of Business Economists) will be holding their end of the season final business stakeholder meeting May 11 on Michigan wine. The MWC and MGWIC will be represented at the event by Cristin Hosmer, Dave Youngblood and Karel Bush. The program will end with a tasting of Award winning Michigan wines.
  
- 7) Next meeting / conference call
  - a. Next meeting will be on **Thursday May 18th at 10:00am.**
  
- 8) Adjourn :
  - a. **Motion to adjourn Miller, Second: Lesperance. Adjourned 10:57am.**