



Conference Call Meeting Minutes for Thursday May 18, 2017

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

- 2) Roll Call
 - a. Board Present: Miller, Lesperance, Hosmer, Brengman, Lutes, Anthony, Petzold, Nitz, Briggs Shay. Public Present: Bush, Ron Edwards.
 - b. Board Absent: Excused: Moersch, Youngblood. Unexcused: Treloar, Casey.

- 3) Approval of minutes from April 12, 2017 meeting
 - a. **Motion to approve April 12, 2017 minutes: Miller, Second: Hosmer. Motion Passed.**

- 4) Committee reports:
 - a. Sustainability:
 - i. Miller for Moersch: Meeting minutes from the May 11th Committee Meeting are posted on basecamp. Bush: There is a standing conference call meeting scheduled for the first Thursday of each month at 1:30pm. The call in information is dial 888-808-6929 and then use access code 5083986#.

 - b. Membership:
 - i. Miller for Shay: Gina sent out an email update which reads: "I have drafted some preliminary goals and a mission statement for the membership committee and I will forward them to those team members for review and feedback either before or after this morning's call. Since last month's call, more members of the membership committee have been trained on Wild Apricot, we've developed a process flow using Wild Apricot for approving new members and sending out welcome kits, and our newsletters are now coming directly from there."
 - ii. Bush: Can a "How did you hear about us?" be added to the application on the website. Lesperance: He will work on adding it.

 - c. Grants / Funding:
 - i. Miller: He, Petzold and Phil Korson have been in contact via conference calls and he has found Phil to be a great resource for funding ideas.
 - ii. PA 232 information meeting with MSU / MDARD scheduled for Monday, May 22nd
 1. Miller: A fact finding meeting is scheduled for 8:00am on Monday, May 22nd. He, Petzold and Lutes will be attending along with Doug Buehler and Gordon Wenk. After the initial meeting the next step is to schedule visits with the Northern, Southern and Eastern regions growers. These meetings would probably be in mid to late August.
 - iii. Miller: He and Lutes have been invited to attend new MSU faculty candidate



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interviews on the 22nd at 10:00am. It will be good to have new people with new interests and ideas to work with the grape and wine industry. Lutes: After the interviews, Amy _____ and Craig Cunningham will be bringing them up to the Northern region for vineyard touring and dinner on Tuesday. Brengman: Their vineyard will be the 5:00 pm stop on the tour.

d. Research / Education:

- i. Petzold: Tom Todaro is the new MSU Extension viticulture educator for the Northwest region. He will be moving up in late July and will begin his new position the first week of August. There was a skype session between P45 and Mr Todaro at the NWMHRS "Spring Kick Off" two weeks ago, which was the beginning of the MSU Extension 2017 education syllabus for NWM viticulture.
- ii. Miller: Brad Baughman from the SW Michigan research station is working on a new social and educational event series for growers. P45 has offered to work with Brad on the project. The first Grape Grower Social is at Fenn Valley on May 23, 2017.

e. Communication:

- i. Lesperance: No committee meetings have been scheduled as of yet. The training for Wild Apricot went well. The website has been updated and the minutes from the previous meeting will be added today. He will post a draft on Basecamp, of an email that would be sent out to active members, listing the committees that could use help.

f. Finance

- i. Lutes: There is about \$15K in our account. Money is slowly trickling in. We need to think and talk about projects that we could use some of the funds for. This would be good to show members / prospective members what the MWC is working on. He will have an account balance at the next meeting. General discussion of presenting a P&L quarterly instead of annually.

5) Other Business:

- a. Miller for Smith: The VESTA National Summit is coming up at the beginning of June. One of the areas we will be addressing is occupational competencies and apprenticeships in the wine and grape industry. There is additional funding available through another NSF Center to pay for industry to attend the Summit specifically related to these topics. I've been asked to reach out to MWC to see if any board member is interested in attending. The dates would be arrival of Thursday, June 1 and departing Sunday, June 4. All expenses would be covered.
Tom Petzold is already attending the Summit as the Michigan industry representative and chair of the Research and Education Committee.. Cristin is attending as an



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instructor, and Karel Bush is attending on behalf of MGWIC. Petzold is very interested in the internship topic. Anthony: We need to let the interns know that we expect hands on

- b. Petzold: P45 is evaluating Wild Apricot... Feedback? Lesperance is happy with it. Shay says it's a great marketing tool. You can do as little or as much as you choose to do with it.
 - c. Hosmer: The Rattlesnake Club event was well attended. She manned the MWC booth and spoke with many attendees. Shay also networked and will follow up on a couple of leads.
 - d. Hosmer: The DABE program was a success.
- 6) Next meeting / conference call
- a. Next meeting will be on **Thursday June 22nd at 10:00am.**
- 7) Adjourn :
- a. **Motion to adjourn Miller, Second: Lesperance. Adjourned 10:59am.**