



MICHIGAN Wine Collaborative

Conference Call Meeting Minutes for Monday November 20, 2017

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

- 2) Roll Call
 - a. Board Present: Miller, Moersch, Lutes, Lesperance, Hosmer, Shay, Briggs, Youngblood.
Public Present: Smith, Ural, Dockery, Bush, Wenk, Cooper.
 - b. Board Absent: Unexcused: Anthony, Brengman, Petzold, Nitz.

- 3) Approval of minutes from September 14, 2017 meeting
 - a. **Motion to approve the September 14, 2017 minutes: Miller, Second: Lesperance. Motion passed.**

- 4) Committee reports:
 - a. Grants / Funding / Legislation:
 - i. MDARD / USDA Grant funding:
 1. Committee recommendation for employee to take lead on grant activities - board vote
 - a. **November 9, 2017** Shay: The applicant that is being recommended is Emily Dockery. Information is posted on Basecamp and an email / basecamp vote is needed by end of day today (11/14/17) in order offer her the position.
 2. Guidance for grant employee - goals, timeline, review (bi-weekly?) with committee
 - a. Shay: Jessica Youngblood is the contact for the grant and she will also be the main point of contact for Emily. She is planning on having a weekly meeting with Emily. Elanur Ural is training Emily for the position. Emily has done a great job already on Social Media over the weekend. Dockery: Is familiarizing herself with Basecamp and Wild Apricot and posted a bit on Facebook and Instagram over the weekend. She posted three pics on Instagram that has led to 60 new followers.
 3. Grant commitments: trips
 - a. Youngblood: As outlined in the grant, there are four trips that the MWC will be taking to conventions/conferences each year. The budget allows for two people to travel to each one. Emily will be going to all of them. The first trip is to Chicago for the National Restaurant Association. Anyone interested in attending should contact Jessica.



MICHIGAN Wine Collaborative

4. Newsletters
 - a. Miller: We need to have consistent monthly newsletters. Shay: Emily and Elanur are working on it. Please post on Basecamp any and all ideas and topics for upcoming newsletters.
 - ii. Update on MWPA activities vis a vis Craft Beverage Council legislation
 1. Lesperance: There are no changes to report. The bill is still being held on the floor and the longer it is, the less likely it will be introduced this year. Bush: Nothing has happened and at the end of the year it will carry over to next year without having to be re-introduced.
 - iii. Formalize timeline for meetings with growers to build consensus for PA 232 Referendum
 1. Miller: We need to develop an ad hoc committee of 3 members that would engage with growers and get support for PA 232. Email Dave or post on Basecamp if you are interested in being on the committee.
- b. Membership:
 - i. Membership renewal fees
 1. Youngblood: Dues for 2018 are due on December 31, 2017. There will be a letter sent out to members outlining how to pay for the year. Shay: We need to reach out to members to recruit for committees.
 - ii. Membership support from MGWIC: Karle Bush
 1. Bush: Sheri Goodreau has been sending out the welcome packs for the MWC through the MGWIC. As of December 31st she will no longer be sending them out. Elanur and Emily need to get with Sheri to work on the transition. Keep in mind that each MWC member gets a Vintage Michigan membership, and that still needs to be sent out by Sheri.
- c. Sustainability:
 - i. Moersch: The minutes from the November 2nd meeting are posted on Basecamp.
 - ii. Approval of communication / creative materials use policy
 1. **Motion to have the Communication Committee review the existing policy and add the GLWSA logo to the policy: Moersch, Second: Hosmer. Motion passed.**
 - iii. Update on GLWSA
 1. Bush: The MGWIC has agreed to provide \$12,000 to fund a pesticide review through MSU. MWC will pay MSU once the funds are released from MGWIC to MWC.



MICHIGAN Wine Collaborative

- d. Research / Education:
 - i. Apprenticeship / VESTA update
 - 1. Smith: The Iowa Wine Growers Association (IWGA) has an apprenticeship program and Vesta has set up a meeting with the Iowa group on December 19, 2017 to discuss the apprenticeship work we are doing in Michigan and Missouri, and to move forward with Iowa in a more coordinated effort. Tom Petzold is aware of this meeting and has been invited to attend. VESTA has required workshops for students. One is Wine and Must Analysis and the other is Sensory Evaluation. We would like to offer these two workshops in the Spring of 2018 in Southwest Michigan and other locations as decided. He would like MWC to support / co-brand the workshops. There is also opportunity to create a third workshop about Flash Detanté. This workshop would be promoted through VESTA. Hosmer: It would be nice to have a cider component also. The 2019 VESTA National Summit will be held in Traverse City the 2nd week in June at the Grand Traverse Resort.
 - ii. MWGIC REAC proposals / MWC support
 - 1. Letters of support have been sent to MGWIC.
 - e. Communications:
 - i. Lesperance: Website and incoming correspondence are up to date. The Communications Committee of two will review the Communication and Creative Materials Use Policy, revise and publish it. The proposed changes / additional pages to the website will take a bit of work. He would like to allocate resources and have Change Media update the website and address some usability issues. He will make a formal proposal to solicit outside help to be discussed / voted on in the near future.
 - f. Finance:
 - i. Lutes: As of now the accounts are holding steady. Once the dues letters are sent out, the accounts should start growing. He would like to see a strong membership drive at the MGWIC annual conference which is being held in Kalamazoo February 28 - March 2, 2018.
- 5) Thoughts on developing a more-clear, leadership message for the MWC going into 2018:
- a. Miller: He has written a letter to the board on Basecamp that outlines his thoughts about a) growing membership, b) developing support for PA 232 referendum, and c) incorporating an industry leadership page on the website, which should include mission statements from each committee as well as goals for the upcoming year.



6) Other Business:

- a. Youngblood: MWC signage for wineries. General discussion as to what type of signage would be appropriate. It was generally agreed that signage for GLWSA would be great, but that perhaps logo wear for the MWC would be more beneficial.
- b. Bush: The Michigan Wine Showcase in Detroit is moving to the Eastern Market and they will need a special license for the event. If the MGWIC covers the cost and does the paperwork, can the MWC hold the license. She will have more specifics for the next meeting.
- c. Smith: He will prepare the packets for our Annual Meeting that will be held in Kalamazoo at the MGWIC conference on March 1st from 4:30 - 5:30.
- d. Miller: There are three open board seats that we need to fill. Restaurant / Retail, SE Winery, and NE Winery. Rick Cooper, who is listening in on today's meeting is interested in joining as the Restaurant / Retail board member. There is a letter of introduction posted on Basecamp.

7) Next meeting / conference call:

- a. Next meeting will be on **Thursday December 14th at 10:00 am.**

8) Adjourn:

- a. **Motion to adjourn Miller, Second: Lesperance. Adjourned 11:20 am.**