



Conference Call Meeting Minutes for Thursday December 14, 2017

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

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

- 3) Approval of minutes from November 20, 2017 meeting
 - a. **Motion to approve the November 20, 2017 minutes with edits proposed by Tom Smith: Miller, Second: Lutes. Motion passed.**

- 4) Committee reports:
 - a. Membership:
 - i. Membership renewal letters
 1. Dockery: So far 11 members have renewed. We will be sending out a second email next week and a third reminder after Christmas. The accounting is posted on Basecamp. Shay: We had a Membership Committee meeting and the minutes and 2018 initiatives and goals are posted on Basecamp. We need to add a place on Wild Apricot for members to select which committee(s) they would like to participate on or would like more information about when they join or renew their membership to the MWC.

 - b. Grants/ Funding / Legislation:
 - i. Update on MWPA activities vis a vis Craft Beverage Council legislation:
 1. MWC position on CBC legislation moving forward
 - a. There are no updates from the lobbying firm. Wenk: The legislation is going nowhere this year. As of now there are three versions of the bill. The MWC and the MWPA need to be on the same pathway on all issues going forward. Legislatures tend to listen to their constituents as opposed to lobbyists. General discussion on how the funding would work. Miller/Petzold: We need to recraft the letter that was sent to the MWPA this past summer. A rough draft will be done by the end of next week. Lutes/Lesperance: We need to get the members of the MWPA to join the MWC. They will put it on the MWPA agenda for the next meeting.



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- ii. PA 232 ad hoc committee
 - 1. Need volunteers from the board, preferably representing each section of the state.
 - a. General discussion on how to go about getting the message out to the industry. The volunteers are: Miller, Lutes, Lesperance, Petzold, and Wenk. Miller will set something up after the first of the year.
 - iii. Report from Emily Dockery re: grant activities since last meeting / plans for next month.
 - 1. Dockery: She and Ural are working on membership renewals, Social Media and the December Newsletter. She would like to sent rack cards out to all board members to distribute. General discussion on having smaller cards, either personalized or generic to leave when a large rack card is not appropriate. Moersch should have business size cards. She is working on getting a press kit together, updating the committee mission statements and goals for 2018, updating events on Wild Apricot and the website. There is \$10,000 in the grant for promotional / marketing expenses. We need to make some decisions on how to best use it.
- c. Sustainability:
- i. Update on GLSWA
 - 1. MGWIC funding \$10,000 for Brad Baughman and Karen Chou to work on GLSWA project
 - a. Bush: There were two different grants. One is for \$12,000 to the MWC to get the GLSWA up and running , to work on pesticide reviews and to develop standards. The second grant is for \$10,000 to MSU for pesticide reviews. Wenk: The MWC needs to register with AgBioResearch in order to minimize any overhead charges. Miller will draft a letter asking the MWC be a part of the Plant Coalition in order to be part of Project GREEN.
- d. Research / Education:
- i. MGWIC REAC proposals:
 - 1. Funding / Interaction with MWC
 - a. Petzold: Has posted research proposals and awards for 2017 and research proposals for 2018 on Basecamp. As soon as the awards for 2018 are approved they will also be posted on Basecamp. There is value in working hand in hand with REAC as our goals and priorities are the same. We should consider giving some monies for research & education from the MWC to show



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that we are vested in the projects. Miller: He is supportive of a two (2) day Viticultural summit with MSU and the Industry to discuss short and long term research projects. He will reach out to Dean Hendricks for a meeting this winter. Petzold: Will send mission statement and 2018 goals to Emily and committee members.

e. Communications:

- i. Lesperance: We had a meeting this week and set many goals. Emily is training to edit the MWC website. All notes are posted on Basecamp. The next meeting will be in the first part of January 2018.

f. Finance:

- i. Lutes: Nothing much to report. Monies are coming in from renewals. Youngblood: Could Lutes please submit a financial report every meeting so we can track income vs spending. Miller: We should make a financial plan and budget for 2018.

5) MWC Committee goals for 2018:

- a. Set deadline to have these into place
 - i. Miller: Would like goals in place by early 2018 in order to start working on projects. Lesperance: Would like to make changes to the website to highlight committee goals, etc... Shay: We should include the names of committee members on the committee page. Perhaps a short public bio/profile of each member.

6) Other Business:

- a. Miller: Great job Emily and Elanur on Social Media! Youngblood: In order for Emily to join in on the meetings we need to change the day to either Mondays or Tuesdays.

7) Next meeting / conference call:

- a. Next meeting will be on **Tuesday January 9, 2018 at 10:00 am.**

8) Adjourn:

- a. **Motion to adjourn Miller, Second: Lesperance. Adjourned 11:12 am.**