



## Conference Call Meeting Minutes for Tuesday January 9, 2018

- 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, Brengman. Public Present: Ural, Dockery, Bush.
  - b. Board Absent: Unexcused: Anthony, Moersch.
  
- 3) Approval of minutes from December 14, 2017 meeting
  - a. **Motion to approve the December 14, 2017 minutes: Miller, Second: Lutes. Motion passed.**
  
- 4) Committee reports:
  - a. Membership:
    - i. Membership renewal letters
      1. Shay: 30% of the members renewed by the December 31st due date. As of date we have 40 paid members and 41 unpaid members. A reminder was sent out on January 8th and Emily will be following up with phone calls. General discussion of offering some type of tangible benefit.
    - ii. Trade Show Booths
      1. General discussion on booking booths for upcoming shows. It was decided that we should book booths for all of the shows that we are interested in sooner rather than later. Per the grant, the membership committee has the power to make these types of decisions.
    - iii. MWC purchases from vendors who are MWC members
      1. Shay: We should have some type of listing of our vendor and supplier members on the website and solicit quotes from them for any products that the MWC would like to purchase.
    - iv. Vacant Board Seats
      1. Nominations and vote at annual meeting
        - a. The board should make nominations and post some sort of one page write-up/resume about prospective nominees and post it on Basecamp prior to the Annual Meeting.
    - v. Board member attendance on conference calls
      1. Miller: We need to tighten up and make sure that every board member is participating on every call. The by-laws state that board members must attend 80% of meetings annually and three consecutive unexcused absences will also be grounds for termination from the board. Absences



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will be considered unexcused unless a board member lets an Executive Board member know of planned absence in writing.

vi. Report from Emily Dockery

1. She is completing the committee goals for 2018 and mission statements. Please submit by January 15th. She will put the committees and the members on the website and Wild Apricot. Board members, please update any Bio/contact info on Wild Apricot. Rack cards will be distributed at the MGWIC conference at the end of February. Grant monies will be used to boost Facebook / social media posts for the MWC accounts.

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. Letter / phone campaign to legislators to support MWC position

- i. Lesperance: Tom Petzold created a letter/ template to be used to contact representatives. There are three changes in the bill that we would like to see. 1) We would like a specific seat on the board for a grape grower. 2) Change the wording to Grape Wine Production as opposed to Fruit Wine Production. 3) We need to lobby for additional funds. Mike Beck worked with the MWPA lobby firm to ask for #1 & 2 as an amendment to the bill. Once the bill has passed we can then partner with the brewers and distillers and with a show of unity then ask for more monies. Karel Bush gave permission for the MWC to post the Economic Impact Study that the MGWIC did. Lesperance will check on permissions to post the study that Wine America just completed.

2. Specialty Crop Block Grant:

a. Should MWC consider pursuing another grant for 2018 - 2019?

- i. The deadline is February 15th. After general discussions, it was decided that we will pass this year and concentrate on 2019 -2020 grant opportunities.

c. Sustainability:

i. Update on GLSWA

1. Youngblood: There was a committee meeting last week. We have tightened up our priorities. We are looking to work more with MAEAP on a grape based program. We are creating goals for Winery Certification. MSU and Rufus are doing a long term pesticide



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review/study. We are also discussing how to branch out into the neighboring states to bring the “Great Lakes” of the GLSWA into the alliance.

### d. Research / Education

#### i. MSU research / extension / education summit

1. Petzold: A draft of the committee goals is posted on Basecamp. He is working with MSU to schedule a Research Summit near Cadillac by the end of May. Hopefully this can be a start to re-establishing a Grape Team at MSU, which should lead to greater focus help from MSU. UC Davis holds a full day of brief, 20 minute presentations by researchers describing their current projects along with Q&A. It is followed by a wine reception. He would like to see something along those same lines here with MSU, possibly in 2019.

#### ii. Discuss support for grant on vinifera suitability study proposal.

1. Lesperance: Received a request for a letter of support. He will pass it to Tom Petzold for review. Karel Bush did write one and has much more detailed information if it is needed.

### e. Communications:

#### i. Website project to include page for accomplishments, committee goals, membership, chair, etc...

1. Lesperance: We had a committee meeting on Monday 1/8/18. The minutes are posted on Basecamp. We would like to do website changes as requested. A formal proposal will be given at the next meeting. Emily will now check and respond to all incoming emails.

#### ii. 2018 is the 240th anniversary of the first commercial grape planting near Lawton. Any interest in promoting this fact about Michigan grape / wine industry? Indo is available from Cronenwett Farms.

1. Bush: Will do some research and if after fact checking, it is true will do something through MGWIC.

### f. Finance:

#### i. Finance report:

1. Lutes: Year end balances are posted on Basecamp. He will update it regularly. Debit card is on order for general purpose use. Miller: We need to budget set for the upcoming year. He would like to have it for the Annual Meeting.

#### ii. Tom Petzold request for MWC to consider contribution to Mark Johnson MSU scholarship fund.



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1. Lutes: We sent \$100.00 to Safe Harbour in Grand Traverse as a memorial for Mark Johnson. General discussion about doing some sort of Lifetime Achievement Award honoring someone from the industry and tying it into a charity of their choice. Post on Basecamp and discuss at a later meeting.
  
- 5) MWC committee goals for 2018
  - a. The deadline to have these in place is January 15, 2018.
  
- 6) Other Business:
  - a. Tom Smith went to the Iowa Wine Growers Association (IWGA) apprenticeship meeting 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. It was a good meeting.
  - b. Ural: The National VESTA Summit will be held in June of 2019 at the Grand Traverse Resort. The Minnesota Cold Climate Grape Conference will be held March 15-17, 2018. VESTA will cover expenses for students wanting to participate.
  
- 7) Next meeting / conference call:
  - a. Next meeting will be on **Tuesday February 6, 2018 at 10:00 am**. All future meetings will be held on the first Tuesday of every month unless notified differently.
  
- 8) Adjourn:
  - a. **Motion to adjourn Miller, Second: Lesperance. Adjourned 11:14 am.**