



Conference Call Meeting Minutes for Tuesday October 6, 2018

- 1) Call to Order:
  - a. **Motion to bring meeting to order: Miller.**
  
- 2) Roll Call
  - a. Board Present: Miller, Moersch, Lutes, Lesperance, Anthony, Hosmer, Shay, Briggs, Youngblood, Petzold, Nitz, Cooper, Morgan. Public Present: Smith, Dockery, Bush.
  - b. Board Absent: Excused: Unexcused: Kownacki.
  
- 3) Approval of minutes from September 4, 2018 meeting
  - a. **Motion to approve the September 4, 2018 minutes: (I could not tell), Second: (I could not tell). Motion passed.**
  
- 4) Committee reports:
  - a. MGWIC Programs transition committee (ad-hoc)
    - i. Josh Morgan
      1. Michigan Wine Competition and Gold Medal Reception
        - a. MSU is developing a course for the School of Hospitality and part of the curriculum will be planning and executing the Michigan Wine Competition. Karel, Rick, Lee and Josh will be involved in developing the curriculum. MSU and the MWC will work in collaboration – with MWC being the major sponsor for the Michigan Wine Competition. This is a great opportunity to tap into a new generation of students who could be tapped as interns or employees in the future. It continues the relationship between Michigan State University and the Michigan Wine Collaborative.
  - b. Membership/Communications: Shay
    - i. Vintage Michigan
      1. We are working on transferring all Vintage Michigan members to the MWC. Please update your digital profile on Wild Apricot. We are still planning on having an Industry membership drive in November. See attached summary.
    - ii. SCBG with Ashley
      1. Ashley is working on grants. Josh and Gina have made themselves available to answer any questions she might have. Miller: Please post some bullet points on BaseCamp of what we are asking for.
    - iii. Green City Market, Chicago: Rick Cooper
      1. Cooper: Green City Market is Chicago's premier farmers market. On the 3rd Thursday in July they have a Chef BBQ in which over 100 of Chicago's top restaurants and beverage purveyors provide tasting



## MICHIGAN Wine Collaborative

dishes and craft beverages. They are inviting Michigan Wineries to participate at no charge. More information will be posted on BaseCamp. There is also talk of a Farm to Table event to be held in SW Michigan that will also showcase Michigan wines.

### c. Grants / Funding / Legislation:

#### i. Grant Report from Emily Dockery:

1. Dockery: The Annual Performance Report has been submitted. It is posted on BaseCamp. She is also working with Ashley on the new grant proposals.

#### ii. PA 232 presentations at winter meetings

1. Miller: We have secured a time slot at the NW Orchard and Vineyard Show to talk about the PA232 and collect signatures. Mark Longstroth has agreed to put us on the program at the SW Michigan Hort Days. Petzold: We can begin collecting signatures at the P45 Holiday Party. Miller: Tom Smith is working on putting together a document to collect the signatures and will post it on BaseCamp. See attached Committee Report.

#### iii. Report on Craft Beverage Council: Brian

1. Lesperance: Nothing to report on. The first meeting is November 20th at 9:30 am in Lansing.

### d. Research / Education: Petzold

#### i. Updated Research Priorities

1. The new list is posted on BaseCamp. He has also sent it to Project GREEN. Please pass any ideas to Tom P. Bush: Ron Perry is leaving MSU after the 2019 school calendar year. MSU is looking for a replacement to teach a wine appreciation course. She will post information on BaseCamp. Petzold: The Viticulture position that Tom Zabadal left is officially posted. Moersch: LMC is also looking for an Oenologist to replace Mike DeShaff.

#### ii. Project GREEN meeting report: Dave M

1. The 20th anniversary of Project Green was September 19th. Since the MGWIC will no longer be representing the wine industry the MWC will fill the role.

### e. Finance:

#### i. Budget update

1. Lutes: We have about 48K in the MWC account and 3K in the Foundation account. We have a few invoices to pay and will send an update after paying them.



## MICHIGAN Wine Collaborative

- f. Sustainability:
  - i. Moersch: Meeting is next Tuesday. Update to follow meeting. Still working on criteria for labeling. Would like to be able to use next year.
  
- g. Cold Climate:
  - i. Youngblood: No meeting last month. Mission & goals are posted on BaseCamp. Next meeting is November 26th at 9am on the new Zoom line.
  - ii. SAGGA/BVWT Cold Climate Grape Survey: Cristin
    - 1. Hosmer: She has sent a survey out and would like to see all members fill it out. They are looking for responses from all over the state, not just the Tip of the Mitt AVA. Emily will send an email blast of the survey in 1 - 2 weeks.
  
- 5) Other Business:
  - a. Miller: Committee chairs need to submit a report even if there was no activity for the month.
  
- 6) Next meeting / conference call: **Monday, December 10th at 10:00am.**
  
- 7) Adjourn:
  - a. **Motion to adjourn Miller, Second: Lesperance. Adjourned 10:56 am.**



## Membership Committee Board Report – November 6, 2018

Meetings held 4th Tuesday of every month at 9 am via Zoom (last mtg October 23, 2018)

Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/750136646>

Or iPhone one-tap :

US: +16465588665,,750136646# or +16699006833,,750136646#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 646 558 8665 or +1 669 900 6833

Meeting ID: 750 136 646

International numbers available: <https://zoom.us/u/adHGhT2elr>

In attendance 10/23: Greg Christoff, Brian Lesperance, Gina Shay

Membership snapshot: GOAL 200 members by October 15, 2019.

Currently 122 members, 8 in last 30 days. 58 Wineries & Vineyards, 7 tourism/retail/restaurant, 11 supplier/vendors, 7 student/educator/govt, 5 key employees of voting members, 8 affiliate members, 26 24 individuals/consumers. Long way to go, but we now have access to the Vintage Michigan database, will put us well over our goal for our current specialty crop block grant by October 2019.

Vintage Michigan

- WILD APRICOT – need to upgrade to 500+ member level before mid-November
- o After database scrub – see next bullet
- DATABASE – Emily to confirm whether we have this and in what format (YES)
- o First action to Vintage Michigan database email addresses will be a communication to them to create a digital profile. Asking for this will scrub the database and ensure that we are communicating with members who will actively engage.
- o We'll use the database for Survey Monkey surveys to see what active members want
- WELCOME PACKETS – now being printed & sent by Emily
- DEMOGRAPHICS – data skew from survey/info from Greg C., signs that \$25/year will change demographics
- o Added age/gender in digital signup page; removed company affiliation question
- WEBSITE – Emily & Gina to work on possible upgrades prior to mid-November with Change

Media

- MICHIGANWINES.COM WEBSITE – Can Vintage Michigan site host a link directly to the “Join us” page at Michigan Wine Collaborative site? (Avoid bait & switch impression.)
- o NEED TO REMOVE .PDF THAT SAYS “LIFETIME MEMBERSHIP” ASAP and replace with current, updated MWC .pdf
- MICHIGAN WINE FOUNDATION MEMBERSHIP V. MWC 501-3(c)
- “LEGACY” VM MEMBERS will be able to migrate for free and continue with their lifetime membership and standard discount, but they must create a digital profile and get a new membership card; there will be a “PREMIUM” VM membership that goes further and allows entrance into special and ticketed events, etc.

Other business

- Working with Josh Morgan / Ashley Glass on upcoming grants



MICHIGAN Wine Collaborative

- VESTA meeting/MWC annual meeting – June
- o Producer/somm/wholesaler/retailer summit
- o Ticketed consumer tasting/event
- Coravin pilot program – Detroit/Lansing

**Recurring meeting date**

- 4th Tuesday of each month at 9 am (now on Basecamp calendar). Next meeting is November 27 at 9 a.m. Exception: meeting has been moved to December 18 instead of December 25, 2018.

## **Grants / Legislation / Funding Committee Report November 11th, 2018**

- PA 232 presentations are on the program for the Northwest Orchard and Vineyard show in January and the Southwest Michigan Hort Days in February.
- A document to collect signatures is being developed and will be uploaded to Basecamp soon.
- The PA 232 document that was developed by the PA 232 committee has been finalized and uploaded to the MWC website and Basecamp. Please share freely as this is an important project to generate revenue for our industry.

Respectfully submitted  
Dave Miller  
November 6, 2018



MICHIGAN Wine Collaborative



MICHIGAN Wine Collaborative

Research & Education Committee

**Michigan Wine Industry  
Research & Education Priorities List - 2018**

**Research & Education Strategic Directions**

- A. Pest & Disease Detection and Control
- B. Sustainable Vineyard & Winery Practices to increase positive Environmental Impact
- C. Grapevine Selection & Improvement for Michigan climatic conditions
- D. Vine Health for Maximum Survival & Fruit Quality
- E. Improve Understanding of Viticultural and environmental conditions on Grape & Wine Quality
- F. Introduction of mechanization and Automation to current Production & Management Systems
- G. Communicate Fundamental knowledge on production principles and best practices to winegrowers and winemakers
- H. Workforce Development Programs encompassing training and education for the entire employment spectrum – to include all ages and functions
- I. Extension & Outreach to improve communication and education to all interested growers

\* Brainstorming List – to be sorted and prioritized at a later date 1