



Conference Call Meeting Minutes for Tuesday April 3, 2018

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

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

- 3) Approval of minutes from February 6, 2018 meeting
 - a. **Motion to approve the February 6, 2018 minutes: Moersch, Second: Lutes. Motion passed.**
 - b. **Motion to approve the minutes of the March 1, 2018 Annual Meeting: Moersch, Second: Petzold. Motion passed.**

- 4) Committee reports:
 - a. Membership:
 - i. Dockery: We have 10 new members which brings us to 88 members total. She is working on the supplier page on the website. They are working on a grassroots effort to target wineries and producers to grow membership.
 - b. Grant Report from Emily Dockery
 - i. Status of grant / budget/ reporting to MDARD
 1. We are working on the logistics for the NRA show in Chicago. We have had a few advertising opportunities. We put an ad in Wine Country Magazine for \$950.00 which was paid thru the grant. We are also looking at advertising on Michigan Radio and Wine Studio. Kownacki: Has an interview with NPR and would like some talking points about the MWC. Youngblood and Dockery are working on the financial reporting that is due in June for the grant.
 - c. Grants / Funding / Legislation
 - i. Update on MWPA activities vis a vis Craft Beverage Council legislation
 1. Miller: We need a new chair for the committee. Lutes: Not much to report. The MWPA and the MWC are working on having a united message. It is a work in progress that has to have time to work itself out.
 - ii. Update on new MLCC policy / forms
 1. Petzold: There is a new interpretation regarding the ability or inability to charge at wine tasting events - Specifically the City of Riesling event coming up. General discussion about the differences between Custom



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Crush and Alternating Premise Operations and the MLCC position. Hopefully the extra paperwork will fall to the wayside.

iii. Update on Funding / PA 232 committee update

1. Miller: We are working on an outline of talking points and looking at the calendar at dates to discuss the PA 232 with the industry. We need to put together a pamphlet that outlines who is on the committee and what it does as well as the advantages to the PA 232. Hopefully we can move towards a referendum next year. General discussion on the taxable differences between wine and juice grapes.

d. Sustainability

i. Update on GLSWA

1. Moersch: There is a committee meeting immediately following this meeting. Minutes will be posted on Basecamp. We have formed a Vineyard Sub-Committee. It consists of Moersch/Chou/Issiac/Applebee. There is a meeting on April 27th at 10:00 am at Tabor Hill with lunch to follow.

ii. Pro Bono legal assistance on GLSWA logo trademark

1. Moersch: He has a general agreement that he needs to sign and then we will move forward.

e. Research / Education

i. MSUE meeting a SWMREC update

1. Moersch: He attended the "workshop" for developing the desired requirements and top three priorities to fill the viticulturist position that Zabadel held. Once the dust / post-it notes settled, the top 3 priorities for the position are strong viticultural - especially cold hardy varieties, strong communicator, and excellent in bringing groups together. Matt will keep tabs on the hiring progress. Towards the end of the year the vacant Extension Director position will also be filled.

ii. NMHRC Spring Kickoff

1. Petzold: The Parallel 45 Vines and Wines, Inc. in Traverse City, Michigan, and Michigan State University Extension are hosting the 2018 Northwest Michigan Wine Grape Spring Kickoff on **April 13, 2018**, from 8:30 a.m. to 4:30 p.m. at the Northwest Michigan Horticulture Research Center in Leelanau County. Clark Smith and Monica Cooper are the guest speakers. On April 12th Smith will be attending the Riesling Winemakers Tasting at Mari and then off to dinner. Lutes: We should extend invitations to all wineries on our email list. Emily will follow up.



- iii. Progress on MSU Summit
 - 1. Petzold: Has sent an initial request and a follow up. He has not heard anything yet and will pursue.

 - f. Communications
 - i. Dockery: She has posted a screenshot of an email from Paul Vigna who is a wine writer that she met at the USBEVX in DC last month. He has asked 3 specific questions that need to be answered today.

 - g. Finance
 - i. Budget plan for 2018
 - 1. Lutes: We have received 1 check for the Lake Michigan Shore Wine Trail. Tom Smith and Lee will be working on the IRS tax filing. Each committee needs to submit a budget. The budget should be broad based figures (simple and straightforward) that encompass smaller expense items.

 - h. Cold Climate update
 - i. Youngblood. We have 14 members. Josh Morgan is working on a survey for a geographic database of growers and would like all members to answer the survey. We are working on our mission statement and goals. Jessica has secured a seat on the Board of the National Grape Research Alliance representing the Midwest.

 - i. Other Business
 - i. Petzold: The Annual City of Riesling event will have over 100 Riesling from all over the world. He would like to see if we can offer some type of monetary support or sponsorship. He will send an email out to the board.
- 5) Next meeting / conference call:
- a. Next meeting will be on **Tuesday May 1, 2018 at 10:00 am.**
- 6) Adjourn:
- a. **Motion to adjourn Miller, Second: Lutes. Adjourned 11:02 am.**