



Conference Call Meeting Minutes for Tuesday May 1, 2018

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

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

- 3) Approval of minutes from April 3, 2018 meeting
 - a. **Motion to approve the April 3, 2018 minutes: Anthony, Second: Lesperance. Motion passed.**

- 4) Committee reports:
 - a. Membership:
 - i. Shay: The Greater Lansing Vintners Club has over 400 members. Do we want to tap into them and concentrate on consumers or support the wine industry? General discussion about targeting those in the industry and not consumers. The discussion will continue on Basecamp. Hosmer would like all members to meet with and introduce the MWC to business in their area, specifically restaurants that do not serve Michigan wines. May 24th is the Eastern Market and many members will be in attendance. Please let Gina know if anyone can man the MWC booth during the market.

 - b. Grant Report from Emily Dockery
 - i. Prestige Glass to sponsor newsletter at \$100/month for 2018.
 1. General discussion about sponsorships and what we are offering the sponsors. Is there a contract involved? We should look at sponsorship packages and keep a list of potential sponsors. Maybe we should look at a 3 tier sponsorship program. 1 - Website, 2 - Newsletter, and 3 - Facebook. **Motion to allow Prestige to sponsor next newsletter for \$100.00 with the stipulation that we have a more formal contract/policy going forward: Lutes, Second: Petzold. Motion passed.**
 - ii. Registration deadline for extra NRA badges is coming up. Confirm attendees.
 1. Dockery: We need badge names by this Wednesday, May 2nd.
 - iii. Michigan Radio ad spot and or LKF Marketing firm proposal.
 1. More information will be posted on Basecamp for review.

- c. Grants / Funding / Legislation:



MICHIGAN Wine Collaborative

- i. PA 232 committee update
 - 1. General discussion as to what is a P232 and how any monies raised would be spent - research/marketing. Lutes: Post on Basecamp or send him an email any specific examples as to what the members would like to see the monies spent on.

- d. Sustainability:
 - i. Moersch: The meeting on April 27th at Tabor Hill with Josh, Matt, Rufus/Keith and Karen for review of the MAEAP standards vs LIVE and what we want to include or not include for the future of MAEAP verifications or would be a potential additional page for people wanting to be GLSWA certified went well. We have a committee meeting immediately following this one and minutes will be posted on Basecamp. The Pro Bono lawyer agreement will be posted on Basecamp.

- e. Research / Education:
 - i. Petzold: The NW Station Kickoff in April with Clark Smith went very well. There were about 90 people in attendance. Clark commented that Michigan wines are at National levels.

- f. Communications:
 - i. Lesperance: We have been holding regular meetings. He will be in Lansing next week regarding the issues that the MLCC is having including new reporting requirements. There is a MWPA board meeting on Friday and after it he will have an update on the Craft Beverage Council.

- g. Finance:
 - i. Lutes: There is about \$24,000.00 in the combined accounts. We need each committee to review it's budget needs for the remainder of the year and for next year. A general amount would be good, but specifics would be better, whether it was quarterly, bi-annually or annually. Smith: We should send out a template to each committee chair.

- h. Cold Climate:
 - i. Youngblood: Our last meeting had 9 members on the call. We have solidified our mission statement and discussed goals for the year. They will vote on the mission statement and goals at the next meeting. She would like to see a marketplace on our website for selling/buying grapes as well as any machinery. They also need a Project site set up on Basecamp.



ii. Map project update

1. Morgan: We are working on mapping grapes/vines across Michigan. About 20 people have filled out the survey on what grapes they are growing. He would like to build an interactive app so that people/growers can see what is being grown around them.

5) Other Business:

- a. Smith: There is a Greater Lansing Vintners Club (GLVC) event on May 21st where they will be exploring the wines from the 45th Parallel. They will be tasting wines from Michigan – Leelanau, France - Rhone, Northern Italy, Croatia, Kazakhstan, and Oregon.
- b. Smith: They are working on developing a generic apprenticeship for work in vineyards and tasting rooms. Josh is working with Evelyn from NW Michigan Works who has grant monies that can be used. Senator Stabenow also has appropriated monies that can be used.

6) Next meeting / conference call:

- a. Next meeting will be on **Tuesday June 5, 2018 at 10:00 am.**

7) Adjourn:

- a. **Motion to adjourn Lutes, Second: Lesperance. Adjourned 10:59 am.**