



## Conference Call Meeting Minutes for Monday July 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, Youngblood, Petzold, Cooper.  
Public Present: Smith, Dockery, Bush, Greg C???.
  - b. Board Absent: Excused: Briggs. Unexcused: Nitz, Moersch, Anthony, Kownacki, Morgan.
  
- 3) Approval of minutes from June 5, 2018 meeting
  - a. **Motion to approve the June 5, 2018 minutes: Hosmer, Second: Lesperance. Motion passed.**
  
- 4) Committee reports:
  - a. Finance:
    - i. Budget update
      1. Lutes: We have about \$23,000 to \$24,000 in the bank. The committee budget requests show that we need around \$75,000 to fund everything that has been asked for. Lesperance: The Communications Committee budget expenses are not reflected in the spreadsheet. Miller: Administrative expenses are also not on the spreadsheet. The Finance Committee need to review the budget in the next week to 10 days and post recommendations on Basecamp prior to the next meeting. Tom Smith will work with the Finance Committee on the budget.
  - b. Membership:
    - i. Shay: We are at 105 members and are on track to get 200 before the end of 2018. General discussion about what it would take for the MWC to take over the Vintage Michigan program that the MGWIC has been supporting. Miller: We need to come up with a proposal within the next couple of weeks and vote via email or Basecamp. Committee report is posted on Basecamp and is attached to the end of these minutes.
  - c. Grants / Funding / Legislation:
    - i. Grant Report from Emily Dockery
      1. Dockery: The first Grant Reporting has been submitted. We had about \$22,000 in expenses. The report is uploaded on Basecamp and attached to these minutes.
    - ii. PA 232 progress update
      1. Miller: We have put together an informational flyer on the PA 232 proposal. Attached to these minutes. (I can not find the tweaked



version only the original.) **Motion to accept the flyer as a MWC official document: Miller, Second: Petzold. Motion passed.**

- d. Research / Education:
  - i. ASEV Conference / NGRA Board update:
    - 1. Youngblood: The ASEV conference was held in Monterey, CA June 18-21. There was a lot of good information at the conference. She is now on the Board of the NGRA as the Midwest Regional Representative. Please send any research proposals and ideas that you would like to see the NGRA work on for the Midwest Region to Jess.
  - ii. Craft Beverage Council meeting:
    - 1. Miller: He attended the first meeting in Lansing of the new, Craft Beverage Council last Friday with representatives for the brewers, distillers, retailers and restaurants. He represented the wineries as the President of the Michigan Wine Collaborative. It was basically an information meeting with discussion about how the new CBC works, funds available etc. Gordon Wenk charged each of the producers reps with suggesting people to fill the positions on the CBC for our industry. The wineries have two representatives so my thought is we should have someone from NW and someone from SW to represent our industry. If you are interested in serving on the CBC for a three year term, please go to the MI Government website and apply. Karel Bush can help if you have trouble. The deadline for application is July 31st. Lesperance: He intends to apply.
  - iii. MWC role in filling void left by MGWIC
    - 1. Miller: We should form an ad hoc committee to see what is needed and what the MWC can do to take over some of the things that the MGWIC is doing that CBC might not want to continue. Lesperance: ad hoc committee is a good idea. Once the appointees for the CBC are appointed, we should invite them to have some input on the discussions.
  - iv. Committee report is posted on Basecamp and attached to these minutes
- e. Communications:
  - i. Lesperance: Nothing to report at this time.
- f. Sustainability:
  - i. Nothing at this time.
- g. Cold Climate:
  - i. Youngblood: See report of June 2018 attached to these minutes.



5) Other Business:

a. Smith: Audio on Zoom is best if you join via computer. Zoom also has the ability to record the meetings. **Motion to record Board Meetings: Hosmer, Second: Youngblood. Motion Passed.**

b. Communications:

c. Next meeting / conference call:

i. Next meeting will be on **Tuesday August 7, 2018 at 10:00 am on Zoom and recorded.**

6) Adjourn:

a. **Motion to adjourn Miller, Second: Lesperance. Adjourned 11:01 am.**



# MICHIGAN Wine Collaborative

## Membership Committee Meeting Report July 9, 2018

Membership snapshot: 105 members (up 7 in last 30 days! Thanks for your efforts, everyone!); GOAL 200 by October 15, 2019

- **New members:** Mari Vineyards; Left Foot Charley; Michael Schafer, The Wine Counselor; Walloon Lake Winery; St. Ambrose Cellars; Bay View Wine Trail, Glenn Vineyards
- **By the numbers:** 41 Wineries, 13 Vineyards, 7 tourism/retail/restaurant, 9 supplier/vendors, 4 student/educator/govt, 5 key employees of voting members, 18 individuals/consumers, 8 affiliate members – LONG WAY TO GO
- Pro-rated memberships starting June 2018 (rated quarterly: any membership dues received June-September @ 50%, October-December @ 25%; all renew Dec 31 @ 100%)

### Vintage Michigan: pros/cons

- Membership Committee voted on whether to bring the possibility of taking over this program to the board for review; majority voted yes (6 yes, 2 no)
- Karel presented what MWC would have to do to take over VM program
  - E-commerce for sign-ups + upgrade Wild Apricot to handle 5,000+ contacts
  - Add VM and update website info regularly
  - Update print materials
  - Transfer VM trademark owned by the state of MI
- MGWIC could offer MWC a grant to cover the first year transition; Membership Committee estimated expenses associated with such a takeover and submitted request for funds Friday in anticipation of discussion at 7/9 board meeting

### Creative Programs 2018-19

- Coravin/Repour Wine Saver BTG on-premise program: Giveaway to restaurant/somm members to decrease “risk” of pouring MI wines by the glass
- Restaurant recognition program – Gold, Silver, Bronze levels: Incentive for restaurants to increase percentage of MI wines on wine lists
- Producer/retailer/wholesaler/restaurant/somm summit: Piggyback VESTA 2019 summit (70-80 people from all over the country) will be June 3-9, 2019, in Traverse City
- Judgment of Detroit (and/or other metropolitan areas): Blind tasting of MI wines vs. other regions to be held in Detroit; involve Detroit somms/restaurateurs/wholesalers/retailers

### Recurring meeting date

- 4<sup>th</sup> Tuesday of each month at 9 am (now on Basecamp calendar). *Exception: meeting has been moved to December 18 instead of December 25, 2018.*



# MICHIGAN Wine Collaborative

Jessica Youngblood  
791AgDSC1816  
First Annual Performance Report  
June 30, 2018

## Project Title

Support wine industry through: Increasing Awareness, Consumption, Sales, and Sustainability

## Federal Project Expenditures to Date

### Expenditures

Cost Category	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Personnel		
Fringe Benefits		
Travel	\$20,500	\$9447.03
Equipment		
Supplies	\$7,500	\$2,858.12
Contractual	\$32,500	\$10,312
Other	\$29,000	
Direct Costs Sub-Total		
Indirect Costs		
<b>Total Federal Costs</b>	<b>\$89,500</b>	<b>\$22,617.15</b>



**Activities Performed**

Address the below sections as they relate to this period of performance.

**Accomplishments**

**Estimate the Total Percentage (%) of Work Completed on the Project**

33%

List your accomplishments for this period of performance and indicate how these accomplishments assist in the fulfillment of your project’s objective(s), outcome(s), and/or indicator(s).

Accomplishment	Relevance to Objective, Outcome, and/or Indicator
Almost halfway to goal membership of 200 members	Supports funding and foundation.
Completed 3 travel requirements.	Provided regional exposure of Michigan wine.
Hired Project Manager.	Sustainable daily operations and marketing.

**Challenges and Developments**

Provide any challenges to the completion of your project or any positive developments outside of the project’s original intent that you experienced during this period of performance. If those challenges or developments resulted or will result in corrective actions and/or changes to the project, include those in the space below.

Challenges or Developments	Corrective Action and/or Project Change(s)
Delegating tasks to committees.	Recruiting members to committees.
Strategizing distribution and regional image goals	Organizing summit among various factions of the wine industry.
Distributing focus more to industry or consumers.	Focus on industry as a foundation before expanding consumer focus..



PAID GRANT EXPENSES

**Travel:**

**USBEVX**

Travel: \$814.17

Hotel: \$1717.50

Registration: \$590

Meals: \$400 Per Diem

Total: \$3521.67

**MGWIC**

Meals: per diem for 2 days/jess

Hotel:\$288.18/Jess

Mileage: 356 miles/jess round trip  $356 \times .54/\text{mile}=\$192.24$

Total: \$480.42

**NRA**

Hotel:\$2,407.72

Transportation: \$330.18

Registration: \$1,900

Meals: \$1,000 Per Diem

Total: \$5,637.18

Total:\$9447.03 (Less per diem for MGWIC)

**Supplies & Marketing**

Total: \$2,858.12

**Contractual**

Project Manager: \$9,687

Graphic Design: \$625

Total: \$10,312

**Other**

N/A?

Total: \$22,617.15



## Michigan Wine Grape Commission

Informational Flyer  
27 June 2018

### Setting The Scene

Due to its continuing success, the Michigan Wine industry has grown rapidly during the last decade. During this same period, support from MSU has declined and the **Michigan Grape and Wine Industry Council** (MGWIC), the primary support for research and promotion for the industry for the last 35 years, has been changed to the **Craft Beverage Council**. This significant change will have negative consequences for the industry: greatly reduced research funding for wine grapes and wine promotion; and less direct influence on any monies available within the council.

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### It is time to act for the future of Michigan wine:

We propose to use Michigan's P.A. 232 program system to raise funds from wine grape growers and wineries to support our industry and then to leverage our dollars with funds from **USDA**, state and federal programs and universities to support research and education programs.

We must act to be certain that the needs of Michigan wine grape growers and wineries are addressed in state and university programs. Let's take control of our future as an industry!

### How does it work?

The P.A. 232 program collects funds through assessments on wine grape tonnage. An industry board (of wine grape growers) is appointed by the Governor to oversee the funds and how they are spent. A referendum is required among wine grape growers to determine support for the program. A majority of 51% of growers representing 51% of the wine grape acreage must vote "yes" for the referendum to pass. The order is then revisited every 5 years for renewal.

### How will funds be used?

The board of wine grape growers appointed by the Governor, called perhaps **The Michigan Wine Grape Commission**, will determine how the funds will be used. (Note: the current **Craft Beverage Council** has **no** wine growers as members.) For example, the industry might consider using 40% of funds for marketing and promotion of Michigan wine within Michigan and in the Midwest states. The remaining 60% would be used to support *research priorities determined by the industry* and, education programs determined most valuable and suitable by the industry. Each dollar raised can leverage state and federal funds, adding to the impact of funds we collect. No funds will be ear-marked for MSU. The MSU researchers (or other university Viticultural/enology specialists) must write proposals addressing priorities set by the industry and then be granted funds by the Governor appointed board of wine grape growers. **Assessment Recommendations: Only wine grapes will be assessed, not juice grapes.**

Price per Ton of Grapes	Recommended Assessment
≥ \$1500 / ton	\$10.00 / ton
\$751 - \$1499 / ton	\$5.00 / ton





≤ \$750 / ton	\$2.50 / ton
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Potential annual funding total - \$75,000; when matched, \$150,000 - \$200,000/year. The *Michigan Grape Society*, *Parallel 45 Vines & Wines* and the *Michigan Wine Collaborative* are asking growers to consider such a plan to insure the future growth and success of the Michigan’s wine industry by establishing a sustainable funding source to meet our needs. While a successful future for our industry looks bright, the greatest challenges will be in addressing key vineyard issues and ensuring we find, train and employ the best persons in the future. Research, education, marketing and promotion have been keys to the success of our industry. They will be the cornerstone of our future success. Note that this funding would be by and for wine grapes only due to their unique market and growing challenges. Also, several other fruit commodities in the state have established their own P.A. 232 program, including cherries, apples and blueberries.

### What’s Next?

We need to finalize a petition under P.A. 232 to start the formal process. The petitions have to be signed by 25% or 200, whichever is less, of producers who would be impacted. Then a workgroup develops the proposed program that goes to a vote of the growers. The program has the details (how many members, where the funds can go, etc.). After that, the Department conducts public hearings in locations around the State.

### Educational Sessions:

- Great Lakes Expo (Grand Rapids – Dec ‘ 18)
- NW Orchard and Vineyard Show (Traverse City – Jan ‘19)
- Southwest Horticultural Research Center Days – date tbc.
- Vote** – Winter of 2019-20

Below is a table to help clarify the multiple organizations directly impacting the MI wine industry: who they are, what they do and how they are funded. Please go to the MWC website <http://michiganwinecollaborative.com> for a sample of the types of research projects we could fund and/or leverage matched funding to get results pertinent to our interests.

Organizational Name	Mission	Membership	Funding Source	Comments
<b>Michigan Grape &amp; Wine Industry Council</b> <a href="http://www.michiganwines.com">www.michiganwines.com</a>	Provide for research, education & promotion of MI	Wineries, Grape Growers, Retailers	Non-retail, Non-wholesale Liquor license fees	After 35 years, replaced by Craft Beverage Council.



# MICHIGAN Wine Collaborative

	wine & grape industry			State government entity
<b>Michigan Craft Beverage Council</b>	Provide for research, education & promotion of wine, craft brewing and spirits industries in Michigan	Wineries, Cider maker, Restaurant, Retailer, Distilleries & Breweries	Non-retail, Non-wholesale Liquor license fees	Established 5/18, Council membership still to be determined. State government entity
<b>Michigan Wine Collaborative</b> <a href="http://www.michiganwinecollaborative.com">www.michiganwinecollaborative.com</a>	Enhance sustainability & profitability of MI wine industry by support for wineries, growers, etc.	Wineries, Growers, Retailers & Suppliers	Membership dues, Sponsorships Grants	Industry organized and funded - to carry on many of key functions of the MI G&WIC
<b>Michigan Wine Producers Association</b> <a href="http://www.miwpa.org">www.miwpa.org</a>	Protect the right to produce, market and sell wine to Michigan customers	Wineries	Member dues	Established to lobby for critical legislation in Lansing
<b>Michigan Wine Grape Commission</b>	Provide for research, education & promotion of MI wine & grape industry via self-funded programming	Wine Grape Growers, Wineries with Vineyards	Annual per tonnage fee on grape production	Future organization to direct funding allocations from within industry for Research, Education & Marketing. Non-government; industry led & controlled

## Research & Education Committee Report

Date: 7 July 2018



The following items were of most significance since the last board meeting:

1. Just a heads up - The annual NW MI Orchard & Vineyard Show will be expanded for the wine industry to 2 days this coming year. It will be held at the Grand Traverse Resort in Traverse City.
2. **Mi-CAST = Michigan Certified Alcohol Service Training is a program, which was strongly supported by the MGWIC, but would be one of the *orphans* in the transition to the CBC. I propose that the MWC accept this request to organize the training each year, if possible at three locations - NW, SW and SE.**
3. National Grape Research Alliance (NGRA) Survey – Desirable traits for grapevine genetic improvement. – We looked at the survey and submitted a ranking for over 40 items. Jessica Youngblood submitted our results to the NGRA to be included in a nationwide survey.
4. Research Papers – Web Links: We are looking into how to get a link established on the MWC website (R/E Committee) for research projects throughout the country and abroad.
5. MSU/Ext position at the SWHRC: nothing new from Ron Bates – but we are tracking and asking him for updates.

Further details are available from the BaseCamp – R/E Committee Project list with discussions.

VR

Tom Petzold

**Cold Climate Committee Report for June 2018**



**Committee Members:**

**George Peterman, Tom Smith, Jess Youngblood, Emily Dockery, Josh Morgan, Cristin Hosmer, Matt Killman, Dave Anthony, Gina Shay, Joe Krajcikewcz, Tom Jaenicke, Tom Petzold, Dustin Stabile**

**Mission Statement:** "The mission of the Cold Climate Committee is to provide support to cold climate grape growers and wine producers, and to assist in educating the wine industry and consumers on the role of cold climate varieties."

**Annual Goals for 2018/2019:**

- 1. Create Marketplace on our website for members to advertise fruit wanted/for sale and new/used farming and wine making equipment. Must be a member to advertise but page is viewable to public.**
- 2. Grape grower survey: Assist SAAGA with funding for price survey project which would allow MWC members access to sample contracts and establish a network of cold climate grape growers and wine producers with varieties planted and contact info (project lead by Josh M)**
- 3. Create a monthly Webinar/Podcast focused on cold climate grapes/wine (project led by Josh M and Matt K). Topics have not been selected yet.**
- 4. Add one or two cold climate focused sessions to the annual MGWIC Conference. If no MGWIC conference is held this year, we would provide funds and support to invite U of M researcher/viticulturist/enologist to speak at a different conference.**
- 5. Pour our cold climate wines at Wine Fest during the 2019 Cold Climate Conference in MN.**

● **Finance Update: A total of \$4,750 was requested from the MWC from the Cold Climate Committee to support annual goals listed above.**

● **Cold Climate Committee Reps for MWC sub committees:**

**Finance: Josh Morgan**

**Grants/Legislation: Dave Anthony**

**Research and Education: Josh Morgan**

**Communications: Gina Shay, Emily Dockery**

**Sustainability: Jess Youngblood, Emily Dockery**

**Membership: Emily Dockery, Gina Shay, Jess Youngblood**

**Next committee meeting July 17th at 9:00am. Tom Smith to host again via Zoom.**