

Michigan Wine Collaborative

Conference Call Minutes for Tuesday, November 3rd, 2020 at 10:00 am.

- 1) Call to Order
- 2) Approval of minutes from, September 1st, 2020 meeting.

APPROVED!

- 3) Tasting rooms still open
 - a. Need to double down and stay the course to get through fall / winter 2nd wave of virus.
 - i. Traffic staying steady in the tasting room (Fenn Valley)
 1. Working with 50% capacity
 2. Likely will stay steady with good weather in the forecast
 3. Guest savoring last opportunities to get out
 4. However, carry out sales are down due to lower interaction with guests and online sales are up
 - ii. Wholesalers indicate MI outperforming market
 - iii. Round Barn experiencing lines for people to get in and dealing with frustrations with other wineries not following COVID regulations (Space is on their side with large acreage)
 1. Environment of battling 'Fake News' proponents in SW MI
 - b. Do new COVID rules affect tasting rooms?
 - i. Tasting Rooms will need to keep record of guests for contact tracing
- 4) Wine America Membership:
 - a. Need a board member to take lead on calls and engagement. Winery owner or someone who works for a winery.
 - i. If anyone has questions about call content and responsibilities please contact Gina
- 5) Wine Competition Committee:
 - a. Jay Briggs Chair
 - i. Working with MSU on possibilities for '21
 1. Holding date currently
 2. Uncertainty about staffing with COVID
 - ii. Judge coordination usually begins in January
 1. Need to decide on judges
 - a. Quantity
 - b. Location (Local vs National)
 - iii. Still need to figure out funding for competition
 1. Consider forming committee specific for competition funding
 - a. Chris Cook happy to assist with this
- 6) MWC 2021 Annual Meeting at NW Orchard and Vineyard Show January 13 -14, 2021
 - a. Working with MSU Extension for a time for our Virtual meeting

- i. Working with Eshmael on this
- ii. Think about any bylaw changes or issues to visit
- b. Each Committee Chair prep 2 slides: 1) 2020 report; 2) 2021 plans
 - i. 1 slides on achievements, 1 slide on plans
- c. Due by 12/14/20.
 - i. So we can review, edit, and approve before Christmas

7) Committee reports:

- a. Finance: Lee / Emily
 - i. MSU payments started – second installment made. One more payment due for ~\$2500
 - ii. Current balance: \$35,153.26
 - 1. New membership dues deposits and donor/sponsor deposits
 - iii. Need to put together reports for quarterly transparency
 - 1. Add to website

- b. Grants / Funding: Gina
 - i. MDARD Grant canceled
 - 1. Project pushed back due to 2017 grant report delays
 - a. Not officially closed out until mid 2020
 - b. Extensive reporting and adjustments to deal with
 - c. MSU partnership ended up jamming this process up
 - 2. Grant was based on in-person events that had to be canceled due to COVID
 - a. Missed most of this cycle before money was released
 - b. Had to rewrite most of the grant due to initial grant being mainly focused on in person event
 - i. Unable to move forward with this due to COVID
 - 3. Starting over!
 - a. Looking for grants outside of MDARD and private sponsorships
 - i. Also will continue with SCBG
 - ii. Trying to find solutions with less reporting and labor commitments
 - ii. Sponsorship report
 - 1. Sponsorships from Great Lakes Wine and Spirits (Gold 3 year commitment, 5k/year) RNDK & Brick Packaging (Bronze 1 year \$1k/year)
 - a. Promotion for sponsors on website, social media, newsletter, etc
 - 2. Goal for 2021 50k
 - 3. NEED some members to volunteer on this committee
 - 4. Working with other committees on funding, asks, and deliverables
 - a. Inclusion & Expansion planning fundraiser for wine education

- c. Membership / Communications:
 - i. Brian Lillie is new Chair
 - ii. Chair report
 - 1. Sent out survey to gauge marketing activities of our membership

- a. Asked what direction MWC should be heading in marketing wise
 - b. Would like to do a SCBG to hire Marketing Firm for a branding package
 - 2. Working to recruit members and firm up 2021 meeting schedule
- d. Research / Education: Tom Petzold.
 - i. CBC call for proposals for grants have been circulating
 - 1. Letter of support for Paolo and Karen Chou proposals
 - 2. Wine allocation greatly decreased now that other craft beverages are incorporated
 - a. Less than 300k for all 4 industries
 - b. Previous budget was taken away and added to state budget
 - c. Decent amount for marketing spending but lots of promotional entities took a break for COVID
 - i. This year marketing going to thanking consumers for supporting the industry vs attracting new consumers or traffic (Not specific to any one industry, all about consumers, more broad)
 - ii. Working with Project GREEN proposals
 - iii. Working with Eshmael on a weed management project
 - iv. Marvin S working on film on NW MI wineries
 - 1. Would like to introduce Marvin at a future meeting
- e. Sustainability: Josh
 - i. No meetings lately due to Harvest
 - 1. Will pick back up this month
 - ii. Supporting Dr. Chou mobile app project for vineyards
 - iii. Dr. Chou would like to schedule updates via Zoom
 - 1. Also, looking for people to demo the app
 - iv. Working on LIVE certifications in relation to GLSWA
- f. Inclusion and Expansion Committee – Emily
 - i. Will be transitioning chair position for George Walker III to Chuck Jackson Jr of House of Pure Vin/Domaine Detroit Brands
 - ii. Marketing Campaign launched on MWC & Vintage Michigan social medias
 - iii. Looking at Holidays to launch fundraising campaign
 - iv. Beginning stages of accessibility/disability awareness webinars for winery/tasting room staff

8) Other Business:

- a. Pure Michigan increasing ad spending inside the state vs outside of the state
- b. MSU facing major budget crisis
- c. Letter of support for VESTA from LMC and regional supporters
 - i. Also signed a collab with Ferris State Hospitality to achieve bachelors degree by hybrid-ing hospitality training and wine technology training

- d. LMC working with local wineries providing interns to SW MI
 - e. Malo Webinar on Zoom 11/9 @ 3:40
 - i. [LINK ON WEBSITE](#)
- 9) Public Comments:
- 10) Next meeting: Annual Meeting, January 13-14, 2021 Time TBA.
- 11) Adjourn