

Michigan Wine Collaborative

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

- 1) Call to Order
- 2) Approval of minutes from, January 15th, 2020 annual meeting.

APPROVED

- 3) Northwest Orchard and Vineyard Show
 - a. MWC annual meeting:
 - i. Bylaws changes passed
 - ii. Fund raising session
 - iii. New board members
 1. **Brian Lillie- Chateau Chantal**
 - iv. **Dues date changing to September**
 - v. **Created board seat for Executive Director**
 1. **In order for that position to handle financial matters**
 - b. **Continue to have annual meeting at NW O&V Show**
- 4) Executive Committee Report
 - a. Wine Competition Committee:
 - i. Sponsorships
 - ii. MOU with MSU
 1. Initial draft completed
 2. **We will be scheduling a meeting to finalize outstanding items**
 - a. **Emily will schedule the meeting (via doodlepoll?)**
 3. **MWC Financial responsibility not to exceed \$1000**
 4. **Will update group when documents complete**
 5. **Competition is July 14th**
 - b. Strategic Planning: Gina
 - i. Survey membership to better understand what they would like the MWC to do
 1. **User friendly for ease of members**
 - ii. **Increasing in state events**
 - c. Seeking funding
 - i. PA 232 progress report
 - ii. Michigan Excise tax – seek part or all of excise tax paid by MI wineries
 1. \$3M in Excise Tax in MI (About \$1.3M contribution)
 - iii. Legislative action day
 1. **Dates have not been set yet**
 - a. **Moving towards a firm date**
 2. **Opportunity to engage legislation and educate on the MI wine industry**
 - a. **Typically attended by senior staffers**
 - b. **Invite agriculture departments and Attorney General**
 3. **Create some promotional items for the event**
 - a. **Explain the industry and the Collaborative**
 4. **Schedule strategy meeting prior to coordinate goals of the event**
 - d. Michigan Wine Month

- i. May – Plan to invite Governor to visit Michigan winery or wineries.
 - 1. **Will be reaching out to Governor for proclamation and tours**

5) Committee reports:

- a. Membership / Communications: Gina
 - i. **Primarily focused on grant activities**
 - 1. **Many of our 2020 activities have been halted by MDARD**
 - a. **Will be totally reformatting our event schedule**
 - ii. **Obtaining new memberships regularly**
 - 1. **Membership renewals stagnant**
 - a. **About \$8000 behind on renewals**
 - i. **IF YOU are not renewed PLEASE submit your dues payment ASAP**
- b. Finance: Lee / Emily
 - i. Budget update
 - 1. **Please request budget requests ASAP**
 - 2. **Discussing fundraising options**
 - a. **GoFundMe?**
 - i. **Could fund specific projects like the MI Wine landing page**
 - ii. **Fund marketing projects to promote the industry**
- c. Grants / Funding:
 - i. Grant activities: Emily, Gina
 - 1. Wrap up '17-'19 grant
 - a. **Initial \$11k refund released from MDARD**
 - i. **Remainder of refund will be processed as we finalize outstanding issues**
 - ii. **Some confusions created with partnership between MSU & MWC**
 - iii. **Will be exploring using Huntington Bank for line of credit to support activities of 2019 grant**
 - iv. **Emily close to finalizing outstanding requests from MDARD**
 - 2. New grant funds coming soon
 - a. MI wine showcase
 - ii. Report on PA 232 activities
 - 1. **We have enough signatures to move forward**
 - 2. **State will reach out to growers to seek volunteers to move this forward**
 - 3. **Likely about a year away from official referendum**
 - 4. **NOT money for Collaborative, for the industry**
 - a. **A governor selected board will control funds**
 - d. Research / Education: Tom Petzold (report on Basecamp)

- i. **NW MI Extension Position**
 - 1. **First round of interviews next week to narrow to 3 candidates**
 - ii. **NW Extension Center expansion project**
 - 1. **Expansion to about 33%**
 - iii. **NW Research Vineyards**
 - 1. **Nikki handling pruning to maintain vineyards**
 - 2. **Budget capped**
 - a. **Concerns with Paolo's attention to this issue**
 - 3. **MI Fruit and Hops inventory survey**
 - a. **Grant from MI Hort Society by USDA**
 - b. **We will request access to this data**
 - e. **Cold Climate – Jess**
 - i. **Not many updates**
 - 1. **No funding, no projects**
 - 2. **Working to put together webinar series**
 - a. **Pre-recorded content available**
 - 3. **Also focusing on 4H Project GREEN project**
 - f. **Sustainability: Josh**
 - i. **No meeting this month**
 - ii. **Still working with Dr. Chou on finalizing the pesticide project**
 - iii. **Exploring already constructed sustainability models to apply to MI**
 - iv. **Sustainability Conference in Long Island in May**
 - 1. **Possibly source funding for that event**
- 6) **Other Business:**
 - 1. **Officially WineAmerica members**
 - 2. **Explore producing MI wine website**
 - 3. **Closing out Karen Chou grant**
 - a. **Received final invoice and submitted payment**
 - 4. **Start considering schedule for 2021 NW O&V Sessions and Annual Meeting prep**
 - a. **Explore Project GREEN and CBC for funding assistance**
 - 5. **MI Wine Country website is NOW LIVE**
 - a. **Please submit feedback to Ed Peabody**
 - b. **MichiganWineCountry.com**
 - i. **Could this serve as temporary or even permanent landing page?**
 - ii. **Will link to Collaborative website**
 - c. **Ties in with magazine and newsletter**
 - d. **Will promote in MWC newsletter, website, and social media**
- 7) **Public Comments:**
- 8) **Next meeting: Tuesday, May 5th, 10 am**
- 9) **Adjourn**