

Michigan Wine Collaborative

Conference Call Minutes for Tuesday, September 1st, 2020 at 10:00 am.

- 1) Call to Order
- 2) Approval of minutes from, July 7th, 2020 annual meeting.

APPROVED

- 3) Tasting rooms still open
 - a. So far plans for Covid safety are working
 - b. Created campaign to support wineries (#StaySafeStayOpen)
 - i. Posters and graphics available on the website
 - c. Wineries having normal business weekends
 - i. Lots of tour buses
- 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. Gina has taken lead on communications and representation
 1. However, topics presented geared more towards production
 2. Recruiting for new representation on the production side to sit in on these meetings
- 5) Inclusion and Expansion Committee: Emily Dockery
 - a. Letter to industry seeking financial support for scholarships.
 - i. Working on fleshing out final edits
 - ii. A commitment from the industry to use proposed recruitment pipeline
 - b. Will go out after sponsorship letter has been out for a while to not confuse the fund raising efforts.
 - i. Hopefully in October with the marketing campaign
 - ii. Asking for funds for scholarship programs
 - c. Tom Petzold will be connecting the Latinx representation
 - d. Coordinating webinar series to focus on tasting room guests with disabilities
 - i. Autism spectrum specialist helping to put together webinar to aid tasting room staff in engagement, communication, and de escalation techniques.
- 6) Wine Competition Committee:
 - a. Jay Briggs Chair
 - i. Working with MSU on possibilities for '21
 1. Unclear planning with COVID
 2. Potential opportunity to expand to Detroit, Grand Rapids, metro areas
 3. Would like to move forward with planning by first of the year
 - a. Chris Cook begins recruiting judges in January
 - i. Would like to be connected with Jay to help planning
 1. Jenelle ditto
 4. Everything very dependent upon funding
 - a. In order to save costs we are considering in state judges

- 7) MWC 2021 Annual Meeting at NW Orchard and Vineyard Show
 - a. Working with MSU Extension for a time for our meeting
 - b. EC tentatively planning session. Hard to plan with unknowns around COVID
 - i. Possible focus on funding, social media, and/or marketing
 - c. We will have the MWC annual meeting at this event

- 8) Committee reports:
 - a. Finance: Lee / Emily
 - i. MSU payments started – first installment made
 1. Two payments in one
 - ii. Not much outgoing
 1. Emily salary, cell phone, Wild Apricot
 - iii. Renewals starting to come in
 1. Due by the end of this month for all members

 - b. Grants / Funding: Gina
 - i. Sponsorship levels accepted
 - ii. Sponsorship letter sent to potential advocates
 1. Lisa Lyon has forwarded to her distributor partners
 - a. Should follow up soon but follow up next week if no response
 - iii. Working on first sponsorship
 - iv. No set goal for fundraising
 1. Initially sponsorship campaign was for the competition; now broader funding

 - c. Membership / Communications:
 - i. Need a board member to chair this committee. Please consider giving some time to lead this committee
 1. Brian Lillie will be stepping up to chair this committee
 - a. Meet with Emily and Gina to get up to speed on committee activities

 - d. Research / Education: Tom Petzold
 1. Working at NW Ext Station
 - a. With P45
 - b. Working with connecting more with SW
 - i. Katherine did the SW Field Day virtually this year
 1. MSU Grape Team researchers presented their work via Zoom
 - a. Should be available for viewing now
 - ii. MSU DOES have grape team
 1. Labs contributing
 - a. Subscribe to newsletters & scouting reports for updates
 2. Been in communications with Paola and Tim Miles regularly
 3. MSU facing budget cuts and we need to keep support up for the Grape Team
 - iii. LMC courses that can be offered online will be offered online

1. The Wine and Viticulture program cannot be done virtually as it is a hands on program
 - a. However, operates in small groups
 - i. 4 or 5 students normally and that will continue
 - b. Utilizing virtual/video options for remote learning when possible
 - i. Zoom lectures, video questions, etc
 - c. Still utilizing SWMREC and making wine this Fall
 - d. Tasting portion of the program is difficult due to space
 - e. Dave Miller will be doing online wine making videos and filming online lectures for his MSU course
 - i. About 2/3 the students as usual enrolled
 - ii. LMC down 15% from last year

e. Sustainability: Josh

9) Other Business:

- a. CBC Research Program 2020
 - i. RFP Released 9/8
 1. Reduction in funding
 - a. A little less than 300k to grant out with max award at 40k
 2. Applications Due 10/19
 3. Grants will be approved in January

10) Public Comments:

11) Next meeting: **Tuesday, November 3rd, 10 am**

12) Adjourn