

Michigan Wine Collaborative

Conference Call Agenda for Tuesday, May 5th, 2020 at 10:00 am.

- 1) Call to Order

- 2) Approval of minutes from, March 3rd, 2020 annual meeting.
APPROVED

- 3) Executive Committee Report
 - a. MRLA, CBC, MWC Conference call Friday, May 8th, 10am to discuss reopening of Winery tasting rooms
 1. Relatively informal
 2. Safety of employees and patrons key issue
 3. MRLA partnership result of #MichiganWineMonthChallenge
 4. Working with CBC to coordinate plan
 5. Moersch- consider partnering with other industries, golf, marina, etc.
 - a. We do not want to have TOO many people on the initial call in order to maintain productivity
 6. Submit any questions to Brian Lillie (Call organizer)
 7. Executive Board meeting tomorrow to discuss ad hoc committee for reopening
 - a. Needed for communication to the industry and public
 - b. Will need chair
 8. Legal action being considered by individual wineries
 - a. Collaborative to work to alleviate the stressors to the industry
 - ii. Criteria – distancing
 1. Utilize outdoor spaces
 - iii. Tasting format – flights
 - iv. Wine by the glass
 - v. Special offers

- 4) Wine Competition Committee:
 - a. Determining possibility of competition September 29-30: Lee
 - i. Reduced cost
 - ii. Local judges only
 - iii. Not possible to hold competition in July
 - iv. Industry would be strained with harvest
 1. Not a lot of availability for volunteers
 - b. Working with Joel and Carl at Kellogg/MSU to figure out path forward
 - c. Good year to incorporate changes to the competition
 - d. Provides solidarity and consistency to the MI wine industry by maintaining event
 - e. Gina sent out survey which appears most respondents would be likely to submit wines to the competition
 - f. MWC communicates updates with competition
 - i. Decide on dates
 1. Mid June/early July would be projected deadline to make a decision to go forward (July 1)

g. MSU covering costs

i. Send out update in newsletter and general email blast

1. Dave, Emily, Lee will work on messaging

5) Michigan Wine Month Committee: Brian Lillie

a. Michigan Wine Month activities

i. Retail promo

1. Requested prominent placement, consideration for ads, and ability for POS display from larger retailers (Meijer, Spartan, Our Family, etc)
2. Meijer stepping up to support MI wine
 - a. Palates to be displayed in stores
 - b. Michigan wines to be featured on the wine boats in the center
 - c. Launched wine brand by Fenn Valley and Leelanau
 - d. Opportunity to sell direct to wine steward-ed stores
 - i. They can buy independently

ii. Social Media Campaign

1. #MichiganWineMonthChallenge
2. Helping to fund Hospitality Worker Relief Fund (MLRA)
 - a. Open to tasting room employees
3. 12 wineries participating with 15 exclusive experience offers
 - a. \$10 buys a bid to an experience (essentially a raffle)
 - i. More bids more chances to win
 - b. Each winery submitted a video to reveal experience and challenge next winery
4. Supported by MLRA, CBC, MI Wine Country, and more

b. Michigan Wine Country Support

i. "Wish You Were Here" Campaign

1. Video featuring winemakers and wineries around the state to send a message to consumers
 - a. Call to action for #MichiganWineMonthChallenge

ii. Working on stepping up activities in May

1. Amping up social media activities and newsletter content
2. Please send any content to Ed for promotion

iii. Sharing content with entire HOUR family of media

6) Committee reports:

a. Membership / Communications: Gina

i. Phasing in changes to bylaws

1. Changes effective Sept 15th (New dues date)

b. Finance: Lee / Emily

i. Budget update

c. Grants / Funding:

i. Grant activities: Emily, Gina

1. Wrap up '17-'19 grant – done!
2. New grant funds coming soon

- a. Funds have been deposited
 - b. Sitting at about 31k in the MWC bank account
 - 3. We owe MSU about 10-11k
 - ii. 2019 SCBG Grant on hold from MDARD
 - 1. Not willing to give approval until 2017 grant was finalized
 - 2. Will need to reformat grant completely
 - a. Written for mostly events (which now are unable to take place)
 - 3. Not confident moving forward with this grant at this time
 - a. Will discuss on Executive call 5/6
 - iii. PA 232 on hold until meetings are possible – likely 6 to 12 months
 - 1. Spoke with Brad Deacon at MSU to recruit growers
 - 2. Likely will be pushed back about a year
 - d. Research / Education: Tom Petzold (report on Basecamp)
 - i. NW Extension Position
 - 1. Requested status on this today
 - a. Will update as soon as answer is received
 - 2. Presentations of 2 candidate 2 weeks ago
 - a. Both excellent
 - 3. Will be submitting newsletter update for membership
 - 4. MSU searching for viticulture intern position
- 7) Other Business:
 - a. #OpenLocalWine campaign
 - i. May 22nd
 - 1. Great timing for MI Wine Month
 - ii. Please consider promoting across social media and participating in the event
 - b. CBC Grants
 - i. MI was in a spending freeze
 - ii. CBC gearing up to submit grant funds
- 8) Public Comments:
- 9) Next meeting: Tuesday, June 2nd, 10 am
- 10) Adjourn