

# Michigan Wine Collaborative

Conference Call Minutes for Tuesday, July 7<sup>th</sup>, 2020 at 10:00 am.

1) Call to Order

2) Approval of minutes from, May 5<sup>th</sup>, 2020 annual meeting.

APPROVED!

3) Tasting rooms reopened June 8<sup>th</sup>

- a. MWC shared info from Wine Institute for reopening to help wineries prepare, train staff
- b. Official guidelines from governor's office
- c. MI 2020 Safe to Travel Guide on MWC website

- i. Brian Lesperance served on committee to produce these
- ii. Wineries could benefit from an email from MWC (or trails?) regarding diligence with guidelines

1. Matt Moersch noted there has been very little enforcement/interest in COVID enforcement

- a. Concerned the industry is facing another shut down
  - i. Many wineries not following rules placing pressure on the wineries that ARE
  - ii. Lee Lutes noted wineries should consider promoting their safety practices for PR
- b. Communications could be beneficial in growing the membership
  - i. George Walker III notes the restaurant letter of commitment and support.
    - 1. Executive board will get started on this tomorrow during the EC meeting
    - 2. Create concise message and repeat it often
    - 3. Josh Morgan would like to consider producing a video message
  - ii. Newer wineries especially need guidance and support
  - iii. Good for consumer-ship also
    - 1. Customers want to know they will be safe and their health is important to the establishment
    - 2. Surveying the community may be valuable to gauge our message and path forward
- c. Diana shared the restaurant guidelines
  - i. MWC can revamp this for our membership

4) Michigan Wine Month Committee: Brian Lillie

- a. Great success!
- b. HOUR Media was crucial in making #MichiganWineMonthChallenge a success
- c. Over 10k raised for the hospitality industry

5) Wine Competition Committee:

- a. 2020 MI wine competition canceled
  - i. Uncertainty with Covid 19 and MSU plans

- ii. Safety of judges, volunteers and others priority.
- b. Jay Briggs will be taking lead on MI Wine Competition
  - i. Discussing alternatives to an in person event

6) Committee reports:

- a. Membership / Communications: Gina
  - i. Gina is moving to chair Funding / grants committee. Need a board member to chair this committee.
    - 1. Gina is available to help out with the committee as she is available
    - 2. Communications, Invoicing, Social Media, Membership Expansion, Wild Apricot etc
  - ii. Inclusion & Expansion Committee intro (George Walker III & Emily)
    - 1. George operates Graped Out (business with mission on making wine more accessible)
      - a. Collaborating to increase inclusion and expansion of the Michigan wine industry
      - b. New members include GRNoir, House of Pure Vin, Drew Ryan Wines
      - c. Lisa Lyon would like to work with the committee on how Meijer can contribute and support the initiatives
- b. Finance: Lee / Emily
  - i. Budget update
    - 1. MDARD communications dealing with 2019 grant
      - a. Hopefully will be getting approved soon
        - i. MDARD requested finances to move forward with the new grant
    - 2. Still owe MSU ~\$10K for 2017 grant
    - 3. Meeting with GLWS regarding sponsorship of MWC
      - a. Discussing competition sponsorship
        - i. Requesting focus in Detroit market
      - b. Lisa Lyon recommends soliciting ALL the distributors for sponsorships
      - c. Gina Shay working on sponsorship document
        - i. Will make it easy to submit for requests
    - 4. Non Profit status is OFFICIAL
  - ii. Some board members still delinquent on annual dues. Please pay dues asap.
    - 1. You cannot serve on the board if dues are not paid
- c. Grants / Funding:
  - i. Grant activities:
    - 1. Working with MDARD to release new grant funds
      - a. Will need to revamp grant to reflect COVID crisis and lost time
    - 2. Gina taking over as chair from Dave Miller who has been de facto chair.
      - a. Focus on seeking sponsors to support MWC so we have ongoing funds to work with.

3. Dave will continue with PA 232 until public meetings are appropriate
  - d. Research / Education: Tom Petzold.
    - i. Comprehensive report on Basecamp and in last newsletter and on website
    - ii. Activities happening virtually
    - iii. NW Station and P45 working together to complete syllabus on sustainability, soil, etc
    - iv. Ishmael will be working NW Extension
  - e. Sustainability: Josh
    - i. Karen Chou work continues
    - ii. Researching LIVE for certification for GLSWA
      1. Oregon based
        - a. MI climate is very different
      2. Vineyard and Winery regulations
    - iii. 50K still required for web based app
      1. Beta happening end of the month
    - iv. Working with Lakeshore Environmental on a document on waste water
      1. Need someone involved at state level for smaller wineries especially
- 7) NGRA report – Jess
- a. Submitted NGRA board meeting minutes from last meeting on Basecamp
    - i. Jess is Midwest rep; speaks for the entire Midwest wine industry at quarterly meetings
  - b. Works to support research priorities and secure funding and provides smaller grants for projects
  - c. Contact Jess if you are interested in learning more or being involved
  - d. In a couple years MWC should consider providing financial support for NGRA
  - e. MWC/Dave submitted letter for Donnell Brown for admission to advisory committee
  - f. Current project on mealy bug and leaf phylloxera research
- 8) Other Business:
- 9) Public Comments:
- 10) Next meeting: **Tuesday, 9/1, 10 am.**
- 11) Adjourn