

Michigan Wine Collaborative

Conference Call Minutes for Tuesday, December 3rd, 2019 at 10:00 am.

1) Call to Order

2) Approval of minutes from, November 5th, 2019 annual meeting.

APPROVED

3) Executive Committee Report

a. Looking ahead at 2020: Dave M

i. Things needed to grow MWC – Members; Funding

1. Essential for MWC to continue

2. NEED new sources of funding

a. Will speak more on funding at the NW O&V Show

ii. Board engagement with committees

1. Board member should commit at least a couple hours a month to at least 1 committee

iii. Board development – priority for 2020

1. We need to work on recruitment and development of new board members

b. Policies: Dave M

i. Banking policy guidelines – compliance with IRC Non-profit rules

1. Working on policy for who has access to the bank information, who can do what, etc

a. Essential for transparency

b. Will be uploading policy on Basecamp

c. New Grant:

i. Marketing activities planned in MI – Gina

1. Increased in state events to market Michigan wine

2. Increased events for ALL size winery members

3. Access Membership/Communication report on Basecamp for details

d. Strategic Planning: Gina

i. Survey membership in December to better understand what they would like the MWC to do

1. Will be sending out survey from Vision session to membership

a. Will discuss results at annual meeting

b. Essential to keep membership satisfied with MWC activities

e. Wine Competition Committee to meet January 13th at MSU.

i. Will begin monthly reports then. Sherri / Emily

ii. This committee could use some volunteers; contact Emily or Sherri to get involved

4) Northwest Orchard and Vineyard Show

a. MWC partial sponsorship for wine industry luncheon: Lee

i. Featuring Jim Tresize

ii. Lee is meeting with Brick Packaging to secure sponsorship (partial or full to be decided)

1. About \$3500 total sponsorship costs based on LY

- 2. **May combine costs with NW wine trails if necessary**
- b. **Two out of state speakers presenting**
 - i. **Project GREEN will be matching MWC to cover travel costs (MWC providing \$1000; Project GREEN up to \$3000)**
- c. **MWC Annual Meeting: Dave**
 - i. **January 15th**
 - 1. **Board openings**
 - a. **Promote election/increase excitement**
 - 2. **Executive Committee openings**
 - 3. **Bylaws changes**
 - a. **Membership fee structure / time to renew (September)**
 - i. **Proposed membership levels in Membership/Communications report on basecamp**
 - 1. **Please review and provide feedback ASAP to Gina**
 - 4. **Committee Chairs to present recap of 2019 and goals for 2020**
 - a. **Submit slides to Emily by January 1st**

5) **Committee reports:**

- a. **Membership / Communications: Gina**
 - i. **131 industry members; 66 consumers**
 - 1. **Lots of opportunities**
 - 2. **Consumers will be transferred to a new Vintage Michigan database**
 - ii. **Proposed membership levels**
 - iii. **Contacted by Detroit Pistons**
 - 1. **Interested in collaborating with MWC to offer MI wines in their stadium and also to collaborate on events (tours, tastings,etc) with MWC/MI wineries**
 - iv. **New Wine of the Month Program**
 - 1. **Rolling out in TC and Detroit first**
 - a. **Other locations to follow**
 - v. **Upgrading tech**
 - 1. **Renovating website to make easier to use**
 - vi. **Membership Drive on social media right now**
 - 1. **Please share on your personal social media**
- b. **Finance: Lee / Emily**
 - i. **Budget update**
 - ii. **NVELLC workshop – look for way to support Katherine East to attend (no MSU support) – Jess**
 - 1. **Thomas Todaro was sent last year**
 - 2. **Proposing the Collaborative to fund Katherine’s travel**
 - a. **About \$1500 total travel fees**
 - b. **Looking for organizations to match MWC**
 - i. **Request funding from P45 and MGS**
 - 1. **Todd will request funds at the MGS board meeting tonight (12/3)**

- a. Possible 3 way split?
 - 2. Look into funding from Project GREEN
 - 3. Katherine has a small amount of funding available
 - iii. Emily given access to review bank account and transactions
 - iv. Completing final application for IRS non profit process
 - 1. Can offer receipts of donations from MI Wine Foundation
 - v. Waiting on MDARD to finalize grant applications
- c. Grants / Funding:
 - i. Grant activities: Emily, Gina
 - 1. Wrap up '17-'19 grant
 - 2. New grant funds coming soon
 - a. Must be more careful on executive decisions concerning this grant
 - 3. Need to start shopping around for new grant opportunities
 - a. Please consider volunteering on grant activities
 - ii. Report on PA 232 activities
 - 1. Petitions off to MDARD this week.
 - a. MDARD director will then appoint committee of growers to discuss PA 232 program
 - b. Wineries could step up to assist with costs
 - iii. Sustainability grant still open with CBC
 - 1. Report due by Karen Chou Dec 31
 - 2. Bill due Feb 15th
 - iv. CBC Grants Available
 - 1. Marketing funds available
 - 2. Next cycle Fall 2020
 - 3. MichiganCraftBeverage.com
 - 4. Contact Jenelle or Sherri for assistance with CBC grants
- d. Research / Education: Tom Petzold (report on Basecamp)
 - i. Meeting with LMC, NMC and MSU
 - ii. MSU Grape Team Meeting with industry
 - 1. November 18th; about 9 participants
 - iii. Invite MSU representation on MWC board calls – Jess
 - iv. NGRA-ARS report – Jess
 - v. GLEXPO is in one week
 - vi. Committee report on Basecamp
 - vii. Working on NW O&V Show
- e. Cold Climate – Jess
 - i. Meetings to resume
 - 1. Next Wednesday (12/11 9am)
 - a. Will go over goals for 2020
 - b. ZOOM info will be uploading to Basecamp
 - ii. NGRA (National Grape Research Alliance)

- 1. Expanding quickly and represents ALL grapes (Table, vinifera, hybrids, etc)**
 - a. Idea to represent all 50 states and a large portion of grape growers to be effective especially in DC**
- 2. Jessica Youngblood is Midwest rep**
- 3. Good resource for grant opportunities**
 - a. Research and planning grants**
 - i. Be aware of priorities to collaborate on**

- f. Sustainability: Matt (?)
 - i. This will be the last time this committee shows up on the agenda until someone takes over as chair
 - ii. Supported through MAEAP**
 - iii. NEED committee chair**
 - iv. Winery verification next step**
 - v. Josh considering chairing the committee or a sub committee for the winery portion**
 - 1. Brian interested in being involved**

- 6) Other Business:
- 7) Public Comments:
- 8) Next meeting / conference call: Wednesday, January 15th, 9:00 am (Annual Meeting) at Northwest Orchard and Vineyard Show.
- 9) Adjourn