

# Michigan Wine Collaborative

Conference Call Agenda for Tuesday, April 2<sup>nd</sup>, 2019 at 10:00 am.

- 1) Call to Order
- 2) Approval of minutes from, March 5<sup>th</sup>, 2019 meeting.  
**APPROVED**
- 3) Committee reports:
  - a. MGWIC Transition: Josh / Emily
    - i. Michigan Wine Competition Update
      1. Emily met with MSU, Kellogg Center, MDARD, CBC, and Chris Cook to begin discussion on planning 2019 MI Wine Competition
        - a. MWC will be responsible for marketing, promotion, and winery communications
        - b. MSU underwriting event for at least 3-4 years when MWC takes possession
        - c. Kellogg Center performing day of logistics
        - d. Chris Cook returning superintendent
          - i. Securing judges
        - e. MDARD will be participating via Sherri and Jenelle
        - f. CBC representation via Peter Anastor
      2. Emily will be attending 2 more meetings in April to continue with event timeline
      3. Will update Basecamp following these meetings
        - a. Emily will work on getting firm timeline for the board and the membership
      4. Debuting promotion in upcoming newsletter and kicking off social media promotion following.
    - ii. Northwood University MBA Update
      1. Spring break, no updates
    - iii. VESTA / MWC Conference: Cristin / Jess
      1. Agenda / Cost / Advertising
        - a. Overview of agenda
        - b. Dr. Smart will be attending (as well as W MI)
        - c. Tentative prices and event details shared via screenshare
        - d. Food being finalized...final detail
        - e. Next Monday registration will be live
        - f. Promotion can start immediately after
          - i. One hard flyer, mostly social media marketing via Emily
        - g. It will be expensive to go to everything but ala carte was chosen so people could decide where they wanted to go. Without the exhibitors or sponsors expenses are high.
        - h. Cold Climate day completed by Jess...she has all the speaker costs covered
        - i. MiCast cost stays the same
      2. Speakers
    - iv. May is Michigan Wine Month: Cristin

1. Peter Anastor – should go forward as planned
    - a. Peter emailed saying May will continue to be Michigan Wine Month
    - b. What does MWC want to do to play a part?
      - i. At least send notification from Governor
      - ii. Encourage traffic to tasting rooms before big summer rush
      - iii. Promotion
    - c. Rick Cooper- Start thinking about events to replace showcase
      - i. Gina- we should consider doing a small trade tasting (i.e. NY Drinks NY). MI Drinking MI for May would be a great options for a MI Wine Month event. We would be pressed for time but I am confident we could launch this by May (middle of May-ish) and formulate for a larger event in the future. Planning to contact current contacts to partner on this with. Cross promotion would be a valuable benefit. Will work on moving forward with this. Will report back soon.
  2. Someone to take lead on MWC involvement?
- b. Membership / Communications: Gina
- i. 162 Members
  - ii. Vintage Michigan
    1. Working on completing transition with Jenelle
    2. Working on physical mailing
    3. Working on getting website domaine
  - iii. Promo programs for summer
    1. CBC will not be able to allocate funds for FLXCursion
      - a. Do we continue with restaurant crawl or use funds to bring people to Michigan? (Funds limited)
        - i. Dave- I would fund events vs people. Our focus is to promote Michigan wine we should be involved.
        - ii. Gina- We should consider wineries to sponsor. I think we should be considering this seriously. I would like everyone to weigh in. We will move forward as planned.
        - iii. Jay Briggs- We should be doing this if we have the funds for it.
    2. Road shows for our members and potential members as a way to build relationships. (Quarterly/Regional)
      - a. Casual wine tasting with light bites.
      - b. Makes MWC more inclusive and accessible.
      - c. Let's incorporate local wine groups. i.e. American Wine Society, Greater Lansing Vintners, etc.
    3. Suppliers need more support and value from membership.
- c. Finance: Lee / Emily
- i. Budget update
    1. \$54,455 in the bank

2. Lee will provide thorough update on budget at next meeting

d. Grants / Funding / Legislation:

i. Grant activities from Emily:

1. Overhauled grant budget spreadsheet
  - a. Strategizing spending the remainder
  - b. Current spreadsheet on Basecamp
2. Beginning logistics for 2019 NRA
  - a. Securing wineries

ii. PA 232 report: Dave Miller

1. Met w/ Michigan Grape Society to answer questions. Minutes on Basecamp

- a. Lots of questions and misunderstanding
- b. Interested in having program run through the wineries
  - i. AG reported that only wine that could be taxed under current 232 had to be grapes grown by the winery
    1. Lots of opportunities missed with this
    2. MGS is reaching out to Gordon to hash out the details
    3. MWC does not have resources to go after the winery 232, MGS will pursue

ii. Moving forward with grape 232

1. Continue to get signatures
  - a. Summer meeting

iii. Dave Anthony- We need to have a unified voice and have all the information so that if a member of the board is approached we are prepared to answer questions.

1. Dave Miller will share email from Gordon on AG response

iv. Please print out the petition and have people sign it.

1. Starts the process of developing the program

v. Less money, bigger industry, we need this program.

vi. Present excise tax and PA 232 info at Annual Meeting (5/10 year goal outline and start leveraging funds from PA 232.)

vii. Mike Moyer- Messaging need tweeking. Everyone is hearing that we need PA 232 for MSU to get money. We need to talk about marketing and promotion of the industry in general.

1. Dave- MGS does not want to spend resources marketing wineries

- a. Growers appointed by governor would have full decision rights on the program
- b. Still have time to format program before growers appointed

- c. Money does not have to go to MSU and we agree it should not all have to go to MSU.

- e. Research / Education: Tom Petzold

- i. MSU Extension specialist search committee: (Dave)

- 1. 2 candidates interviewed March 12; Last candidate on April 11. Links to videos are on Basecamp

- a. One more interview April 11<sup>th</sup>

- i. ZOOM info will be provided

- f. Sustainability: Matt

- i. Spoke with Welch's

- 1. Working with funding options for wine grape (TAP Program)
    - 2. Winter damage insurance policy

- ii. Waiting for update from Karen Chou

- 1. Should be completed at the end of this semester at the latest
    - 2. Will tighten up vineyard portion of GLWSA

- iii. Reached out to MAEAP

- 1. Will be cross promoting each other

- 4) Other Business:

- 5) Public Comments:

- a. Annual Meeting 9am Friday June 7<sup>th</sup>

- i. We need annual report and financials

- ii. We have several open board seats

- 1. Put together ballots

- a. Emily will put details on Basecamp

- iii. Begin sending save the dates ASAP

- 1. Emily will debut with newsletter and begin social media campaign

- iv. Begin annual presentation slideshow

- 6) Next meeting / conference call: Tuesday, May 7<sup>th</sup>, 10:00 am

- 7) Adjourn