

# Michigan Wine Collaborative

Conference Call Agenda for Tuesday, August 6<sup>th</sup> 2019 at 10:00 am.

- 1) Call to Order
- 2) Approval of minutes from, June 7<sup>th</sup>, 2019 annual meeting.
  - a. Approved with addition of Cold Climate recap
- 3) Committee reports:
  - a. Executive Committee Report-Dave M
    - i. Met in July; Minutes submitted on Basecamp
    - ii. EC worked on policies – submitted policies for: Code of Ethics and Board Expense Reimbursement – *board vote to approve policies*
      1. In order to be compliant legally and ethically both of these documents are essential
      2. Upon approval move procedures/policies to policy section on Basecamp
      3. Motion to approve policies- APPROVED
    - iii. Gina Shay appointment as Acting Vice President – *board vote to approve*
      1. Motion to approve Gina Shay as Acting VP: APPROVED
  - b. MGWIC Transition:
    - i. MWC / VESTA Conference post-mortem– Cristin
      1. Received invoices from VESTA, Grand Traverse Resort
        - a. Working with Michelle & GTR on working with us on the amounts owed (disputed)
        - b. Tom, Emily, and Cristin to meet to go through the expenses
          - i. VESTA will pick up some of the cost
      2. Overall meeting was successful with guests from all over the country
        - a. Great for exposure of the industry
        - b. People expressed want to come back to TC for this event
      3. Cold Climate Day went perfectly considering the resources we had available
        - a. Jess would like to recreate a similar event (Not necessarily Cold Climate)
        - b. Tom P.- This event proves the capacity of the organization
          - i. Consider submitting for funds from CBC to help continue these events
            1. MSU Events Management team would be a good asset for MWC to utilize for events
              - a. Efficient, modestly prices, handles registration, etc
            2. Tom will be sending Ed contact list from conference
        4. MWC planning session summary – Tom Smith
      - ii. Michigan Wine Competition post-mortem – Emily
        1. Record number of wines entered

2. MSU/Kellogg Center staff/students did an amazing job
  3. Competition could not have gone better
    - a. Sherri, Jenelle, Kellogg on loop...no major changes. Everything ran smooth.
  4. Couldn't have gone any better
  5. Need to figure out financing for MWC to take over competition
  6. Rick Cooper- Working to nail down a date to meeting for 2020 planning
- c. Membership / Communications: Gina (report on Basecamp)
- i. Refining board survey to send to membership
    1. Why are we sending the survey? Purpose? And are we ready to run with the results
  - ii. Tagline – LoveMIWine
    1. Research exposure of this name. Is it taken? Trademarked?
  - iii. Membership levels – need to decide on new levels. Gina will send e-vote info.
    1. Consolidate/simplify levels
  - iv. Due date for member dues moved to September 30<sup>th</sup> – when wineries have \$
    1. Put in place for 2020 dues
    2. Will require vote. Consider for next meeting.
  - v. Each Board member – reaffirm which committee's you plan to serve on and/or chair.
    1. Let Emily know or sign up on WA
  - vi. FLXcursion Riesling event – great event, great exposure for MI wines. Lots of new connections and opportunities to promote.
    1. Lee Recap: Able to accurately represent Michigan wines among an international showing of Rieslings. Lots of blind tastings. We participated in the Grand Tasting to pour wines and rep Michigan. Many impressed with the amount of people from Michigan. Overall a good investment. Learned a lot and made some moves on possibly a rotating Riesling or other varietal event. We would like to host something similar in MI. Very reciprocal participation within our region. We had unified front between SW and NW Riesling production.
    2. Jay- The wines showed really well by both wine industry and somms/retail from big cities like NY & DC
- d. Finance: Lee / Emily
- i. Budget update
    1. Working on maintaining Grant Funding Spreadsheet (Emily)
    2. Working with Cristin on conference expenses
    3. New Grant funds incoming
      - a. Emily meeting with Ashley to confirm funds & dates
    4. Working on IRS filing
    5. Working with accountant to cement our financial strategy
      - a. We will be getting quarterly financial reports
        - i. Next will arrive end of third quarter
    6. Conference call with Washington to explore funding options
- e. Grants / Funding:

- i. Executive Committee removed "Legislation" from name
  - ii. Grant activities from Emily:
    - 1. Keeping financial spreadsheet updates
    - 2. Meeting with Ashley today to prepare some edits for our next grant to make spending allowable
      - a. Due back Thursday
  - iii. Report on PA 232 activities
    - 1. Collection of Signatures
      - a. Collected between 16-18 signatures upstate most recently
        - i. Josh Morgan working TOTM for signatures
        - ii. Once signature gathered we can call a meeting
          - 1. Hoping in 6-8 weeks have even signatures to move to the next level
    - 2. MDARD Conference call
      - a. Hoping to hear back from AG this week on grapes vs. wine being commodity
  - iv. Fund raising session at NW Orchard and Vineyard Show
    - 1. Dave reaching out for speakers (Virginia, NY, WA)
      - a. Spoke with John T at the competition
        - i. Interested in participating
      - b. Figure out how to pay for speakers
        - i. Meeting with MDARD/CBC to seek funding
    - 2. Afternoon session (January 16<sup>th</sup>-ish)
    - 3. At this point this is the only conference with space and facilities for us to have our annual meeting
      - a. Possibly small conference/sessions to supplement
        - i. 30-40 Min Presentations
          - 1. Remote presentations possible
    - 4. Emily reach out to Virginia contact
      - a. Connect with Thomas Todaro
      - b. Inquire on possible topics
- f. Research / Education: Tom Petzold (report on Basecamp)
  - i. MSU Extension specialist search committee: (Dave)
    - 1. Katherine East is new Extension Viticulturist at SWMREC starting August 1.
    - 2. Meeting with MSU planned for August 13.
      - a. Working on agenda with Dave & Lee
- g. Sustainability: Matt (report on Basecamp)
  - i. MSU update from Dr Chou
    - 1. Organize Karen Chou webinar (Cristin)
      - a. Industry should have access to her research and be able to provide feedback
      - b. Tom Smith- reach out and audit her data. There were some discrepancies. Tom P and I should organize sub committee to discuss research and endgame.

- c. Tom P.- Brought Karen Chou to the vineyard to show her technical aspects of pesticides in a vineyard. She indicated that she needed to revisit her work and added some pesticides. Spoke with USDA & NRCS to possibly fund her work.
- d. Matt, Tom Smith, and Tom P. to engage on a more active level with Karen

4) Other Business:

5) Public Comments:

- 6) Next meeting / conference call: Tuesday, October 1st, 10:00 am
- a. Move to September to skip Harvest craziness
    - i. Will post more info on Basecamp on new date
    - ii. 9/10

7) Adjourn