

# Michigan Wine Collaborative

Conference Call Agenda for Tuesday, March 5<sup>th</sup>, 2019 at 10:00 am.

- 1) Call to Order
- 2) Approval of minutes from, February 5<sup>th</sup> 2019 meeting.
  - a. Approved
- 3) Committee reports:
  - a. Membership / Communications: Gina
    - i. 50% of Board has not renewed membership
      1. Set pace with membership by renewing the board.
      2. Jess- We should have discounted board member rate to make up for all of the labor this particular board are required to put in. Proposing a 50% reduction.
        - a. Bylaws state board members cannot receive compensation. Discounted membership dues may be considered as a reasonable reimbursement. This would require a vote of the membership.
        - b. Lee- We should consider making this agenda item and looking at is at a committee level.
          - i. Gina- Membership committee will look at this issue.
          - ii. Jess will submit proposal in writing.
    - ii. Set Up Auto renewal?
    - iii. Reconsider Membership Levels: current levels are confusing
      1. Umbrella membership for multiple businesses w/same corporation
      2. Voting/Non Voting levels hard to distinguish
    - iv. FLXcursion event
      1. July- Fingerlakes (Riesling event)
        - a. We have option to sponsor restaurant to pour Michigan wine (\$3500-3800)
          - i. Will submit proposal containing details on the event
          - ii. Lee- Motion to vote on this.
          - iii. Gina- Motion to fund FLXCursion. Up to \$7000. (Grant money and MWC money...possibly help with CBC)
            - 1. APPROVED**
        - b. Michigan wines promoted, Rieslings paired with food, grand tasting with industry (150-200 attendees) in a closed setting.
          - i. Consider additional varietals to showcase in contrast to Riesling. Primarily Riesling focused.
        - c. Would CBC be interested in supporting MWC in this?
          - i. Brian- Reach out to Peter (CBC) for approval without board.
        - d. Writers and lots of media exposure opportunities
      - v. #winestudio Update
        1. Analytics on Basecamp
        2. Still generating press and interest
      - vi. SCBG proposal submitted

1. Invoice from Ashley received. Sending to Lee today for payment.
  - vii. MWC annual meeting update (Cristin)
    1. Putting together Agenda
      - a. WTF 5-7 June @ Grand Traverse Resort
        - i. Full day of MiCast Wednesday
        - ii. Cold Climate Day Thursday
        - iii. Annual Meeting Friday Morning
          1. Begin working on the packet for annual meeting
            - a. Election time
              - i. Cristin not renewing her board seat
      - b. VESTA will be handling reservations
      - c. Examining budget currently
        - i. Waiting on quotes
        - ii. VESTA has funds for reservations and logistics
        - iii. Jess handling CC day
      - d. Promotion items within next 2 weeks
- b. Finance: Lee
  - i. Budget update – 2019 budget
    1. Budget suggestions for 2019
      - a. Struggled to come up with a firm budget
      - b. Working out revenue sources
      - c. Motion to move forward with current proposed budget
        - i. Keep communications open for adjustments
          1. With grants and additional revenue we should be in a secure place financially
          2. Monthly update with expenditures
          3. Touching base with Emily to comb through the financials monthly
          4. Formation of monthly report
          5. Please keep Emily and Lee updated on any spending or incoming funds
    2. Current account status
      - a. \$54,000 in main account, \$3000 in Foundation account
        - i. Dues and Grant money
- c. Grants / Funding / Legislation:
  - i. Grant activities from Emily:
    1. Submitted SCBG and moving on to Value Added Grant
      - a. Meeting with grant writer, Ashley, Monday
    2. Marketing projects
      - a. #winestudio is over
      - b. Networking big value from this event
    3. Will be at New Winery Development Conference in Lansing as moderator Thursday morning and presenting information on the Collaborative.
    4. Travel Event Prep

- a. EWE
      - b. NRA
    - ii. PA 232 report: Dave Miller
      - 1. Presentation in January, Parallel 45
        - a. 40 signatures out of required 65
      - 2. Brian did presentation at SW Hort Days
        - a. No signatures collected
        - b. Brian- MGS wants a personal meeting with PA232 board to discuss details in depth. We should open this line of communication up. We were not given very much time at the presentation which was not ideal to get all of the information communicated.
          - i. Big thing to differentiate is that PA232 is not MWC but a shepherded program via MWC
          - ii. Chris Lattak- We really need to sit down and have a discussion. Neither party is understanding intentions. Lots of miscommunication, misinterpretations.
            - 1. Dave Miller- Let's get in touch and meet after our call on Thursday
      - 3. Working with Gordon Wenk to move project along
        - a. Put together proposal for referendum
          - i. MGS requesting involvement
            - 1. Conference call Thursday to hash out details
- d. Research / Education: Tom Petzold
  - i. MSU Extension specialist search committee: (Dave)
    - 1. 2 candidates interview March 12; 1 on April 11. (SWMREC)
      - a. ZOOM session set up
        - i. Info on basecamp
      - b. 3 excellent candidates
  - ii. Submitted projects for CBC 2019 funding
    - 1. Table on basecamp; 12 projects
      - a. Send any questions on this to Tom Petzold
  - iii. Event Overview
    - 1. O&V Show
    - 2. Hort Days
    - 3. Grape School
  - iv. PA 232 Review
  - v. Richard Smart Workshops
    - 1. Offered to do workshops in June.
      - a. MGS hosted in SW, P45 hosted NW
        - i. MGS hosting within viticulture day
      - b. Looking at funding
        - i. Requesting \$500 from Collaborative
      - c. ZOOM will be incorporated
      - d. Cristin- Can we incorporate this into the VESTA conference?
        - i. Tom- He is available the middle of June not beginning.
          - 1. P45 & MGS to communicate on dates

- e. Will submit information on Basecamp
- e. MGWIC Transition: Josh
  - i. Michigan Wine Competition Update
    - 1. Memorandum Of Understanding w/MSU
      - a. Please review on Basecamp
        - i. Submit comments on Basecamp.
      - b. Formatting to possibly take event back under MWC ownership if it is warranted in the future
        - i. Working through intentions regarding this event and MWC's role in that.
      - c. Dave/Lee- We should get qualified legal eyes on this.
        - i. Jessica- My husband can take a look at it.
          - 1. Mention to Dave Y. that we want to maintain control but we need to be careful on how we exercise said control because MSU is paying for this.
          - 2. Work to maintain this partnership through this event
      - d. Emily meeting with officials on March 26<sup>th</sup>
        - i. Josh not able to attend, Emily will field
        - ii. Coordinating what MWC will be responsible for
  - ii. Northwood University MBA Update
    - 1. Students on the call
    - 2. ZOOM call Presentation tomorrow at 6:30
      - a. Emily posting call in info on Basecamp
    - 3. Chris Lattak- Please get us in touch with Georgia from Northwood for MGS involvement.
- f. Sustainability: Matt
  - i. Lee- Receiving significant mailing regarding trademark fees.
    - 1. Jess- Previous attorney did not file trademark properly. Worked on this last year. Matt arranged for attorneys to fix. Please check with Matt on this.
- g. Cold climate: Jess
  - i. No meeting this month
  - ii. No big updates.
  - iii. Finalizing speakers for Cold Climate Day at VESTA in June
    - 1. Communicating with Cristin regarding this.
- h. May is Michigan Wine Month (Cristin)
  - i. Josh- No budget for CBC for MI Wine Month. Should we look at a marketing campaign?

1. Brian- Budget was discussed but 2 issues are no indication that Whitmer is going to work on this type of thing and the talk of doing a more inclusive craft month and/or keeping them all separate.
- ii. Adjusting Wine Month Date
  1. Miller- Moved to Spring to get people to the wine country during a slower season
  2. MI Wine Month a decree from Governor
  3. Dave Anthony- Governor's office will need to be involved in anything MWC does for MI Wine Month.
    - a. Reach out to Whitmer's administration
    - b. Create communication
      - i. Brian- If we want to move forward on this and Whitmer is in agreement we should do it.
      - ii. Dave Miller- Reaching out to Peter

4) Other Business:

5) Next meeting / conference call: Tuesday, April 2<sup>nd</sup>, 10:00 am

6) Adjourn