

Michigan Wine Collaborative

Conference Call Agenda for Tuesday, May 7th, 2019 at 10:00 am.

- 1) Call to Order
- 2) Approval of minutes from, April 2nd, 2019 meeting.
APPROVED
- 3) Committee reports:
 - a. MGWIC Transition:
 - i. MWC / VESTA Conference – Cristin / Tom Smith / Jess
 1. Registration
 - a. Need help with marketing
 - i. Awesome agenda
 1. On Basecamp
 - ii. Need more registrants ASAP
 1. Only 3 or 4 registrants so far
 2. Registration at mwc.wildapricot.org/register
 - b. Postcards going out
 - c. Emily doing lots for social media marketing
 - i. Reach out to Mark Longstroth, other organizations to help spread the word
 - ii. Schedule email blasts
 - iii. Format new post for website
 - iv. Make Facebook group
 1. Would be useful for future similar events
 2. Wine contributions / hospitality
 - a. No response yet
 - b. We have access to the suite
 - c. Need to organize
 3. MWC annual meeting
 - a. Committee Chair reports
 - i. 2 slides each: 1 accomplishments last year; 2 projections / goals year ahead
 - ii. Try to have to Emily by 5/21
 - b. Strategic planning – 3, 5, 10yr goals (is there time to work on this at conference? If not, when?)
 - i. Let's meet on this following annual meeting
 - ii. We need to share this info with membership
 - iii. Review bylaws to address at annual meeting
 1. Send to board members prior to annual meeting
 - c. Vision to share with MWC members – what's our plan?
 - i. We need to relay vision to get more people involved
 - ii. Following annual meeting, executive committee with meet on the odd months
 - ii. Michigan Wine Competition Update – Emily / Josh

1. Meeting with Jenelle Thursday to recap the current progress and MWC tasks
 2. Meeting in Lansing May 28
 - a. Assemble packets
 - b. Organize current tasks still needed to be accomplished
 - iii. Northwood University MBA Update – Josh
 1. Presentation is tomorrow
 - a. Covering VM program, Due structure, marketing
 - iv. May is Michigan Wine Month: Brian?
 1. Any news from CBC / Governor (e.g. press release)
 - a. Emily promoting on social media
 - b. Membership / Communications: Gina (report on Basecamp)
 - c. Finance: Lee / Emily
 - i. Budget update
 1. Grant funds: \$20,357
 2. Lee has meeting with accountant this week
 - a. Will update board following
 - d. Grants / Funding / Legislation:
 - i. Grant activities from Emily:
 1. Meet with Ashley for Value Added
 - a. MWC would have to match 30% to be eligible for this grant
 - b. Lee can get a better idea of budget following meeting with accountant
 - c. Considering applying for alternative grant or additional grants
 - ii. No other activity
 1. No movement on PA232
 2. Hoping to get someone from another fruit organization to communicate benefits of the program
 3. Lots of summer meeting opportunities to present information and get signatures
 - e. Research / Education: Tom Petzold (report on Basecamp)
 - i. MSU Extension specialist search committee: (Dave)
 1. All candidates have been interviewed and on offer made to preferred candidate. No word to date on status
 - f. Sustainability: Matt (report on Basecamp)
 - i. MSU update from Dr Chou
- 4) Other Business:
- a. Josh- MWC is very cold hardy focused. CCC should consider turning into Enology & Viticulture committee and focus on all grape and wine production

- i. Dave- I was going to suggest the Sustainability committee be absorbed into Research & Education committee. Following annual meeting we should relook at our committee structure.
- ii. Cristin- Board election is coming up. We need to strategize this and make sure people are going to maintain their positions and how we will fill additional open seats.

5) Public Comments:

6) Next meeting / conference call: Tuesday, June 4th, 10:00 am

7) Adjourn