

Michigan Wine Collaborative

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

- 1) Call to Order
- 2) Approval of minutes from, August 6th, 2019 annual meeting.
 - a. No Quorum to approve minutes
- 3) Committee reports:
 - a. Executive Committee Report-Dave M
 - i. EC worked on Conflict of Interest Policy – *board vote to approve policy*
 1. No quorum to approve policy
 - ii. January Conference: ½ day on unifying industry members and generating revenue streams. Confirmed Jim Tresize (Wine America), Annette Boyed (Virginia Wine Board), Doug Buhler (MSU AgBio Research) and possibly Sam Fuller via Skype (NY).
 1. Meeting on Sept 13th to move things forward
 2. January 15th (MWC Day) at NW Orchard & Vineyard Show
 - a. Piggybacking on this event like we did at the VESTA Summit
 3. About 135-160 attendees expected
 - a. Mostly attended by NW and Tip of the Mitt producers but also SW, Ohio, Indiana, Illinois are projected to send attendees
 - b. \$35-\$40 to attends
 - c. Traditionally viticulture focused but have incorporated more enology sessions/events
 4. Good opportunity to recruit new members to the Collaborative
 - iii. Plans coming together for MWC annual meeting – need voteable items asap
 1. Taking place at the O&V Show
 2. Voteable items need to be sent out ahead of time
 - a. At least 2 weeks, lets shoot for a month lead time
 - b. MGWIC Transition:
 - i. MWC / VESTA Conference post-mortem– Cristin
 1. No updates at this time.
 - ii. Michigan Wine Competition post-mortem – Emily
 - a. Hoping to take over competition in 3-5 years independently
 2. Rick Cooper steps down from committee
 3. Sherri Goodreau to join MWC and lead competition committee
 - a. Will be joining as a Consumer/Vintage Michigan member
 - c. Membership / Communications: Gina (report on Basecamp)
 - i. New meeting date to be announced
 - ii. Refining board survey to send to membership
 1. Planning to have results at the annual meeting
 2. Will update board as we progress on this

- iii. Tagline – LoveMIWine
 - 1. Dylan Davis at Custom Stems owns domain
 - a. Offered for Collaborative use
 - 2. Formatting a longer slogan to accompany tagline/logo
 - iv. Membership levels – need to decide on new levels. Gina will send e-vote info.
 - 1. Finalizing changes so we can present to board for a vote
 - 2. We have a lot of levels which can be confusing and vague
 - a. Members who have multiple businesses under one membership
 - i. Can more effectively collect dues, market all of their businesses, and increase membership
 - ii. IDEA: Instead of charging members for key employees we give ~\$25 credit for any employee who volunteers on a committee.
 - 1. We need to incentivize volunteering on projects and incorporating winery/member participation
 - b. Will vote at annual meeting
 - v. Due date for member dues moved to September 30th – when wineries have \$
 - 1. Explore Wild Apricot for auto renewal options
 - a. Increase consistency of revenue
 - vi. Each Board member – reaffirm which committee’s you plan to serve on and/or chair.
 - 1. Should board members be expected to serve on a committee? Should we enforce? How do we enforce? How do we motivate/encourage?
- d. Finance: Lee / Emily
 - i. Budget update
 - 1. Bank secured for grant funding
 - e. Grants / Funding:
 - i. Grant activities from Emily:
 - 1. Finishing up grant reporting for current grant
 - 2. Next grant starts Nov 2019
 - ii. Report on PA 232 activities
 - 1. Next step – turn in petition’s to MDARD for verification
 - f. Research / Education: Tom Petzold (report on Basecamp)
 - i. MSU meeting summary
 - 1. Funds approved to assist with speakers travel for winter conference
 - 2. Working on rebuilding relationship with MSU and new employees working on grapes
 - 3. Focused a decent portion of budget on marketing and promotion
 - a. Not ideal for research/education initiatives
 - 4. Form concise list of top priorities
 - a. Needs to be well defined
 - b. Funding needs to be secured
 - ii. Working on organizing a meeting at LMC in November
 - iii. Gina and Emily working on vetting grant which could benefit research/education committee

- g. Sustainability: Matt (report on Basecamp)
 - i. MSU update from Dr Chou
 - 1. No update at this time

- 4) Other Business:
 - a. Emily and Gina meeting with Jenelle of MI CBC to figure out MichiganWines.com content and what can be transitioned over to the Collaborative
 - i. Good for the Collaborative to have possession of as much of this content as possible

- 5) Public Comments:
 - a. Provide call in information on Basecamp, Wild Apricot, Website, etc and encourage members to utilize those access points

- 6) Next meeting / conference call: Tuesday, November 5th (No October meeting), 10:00 am

- 7) Adjourn