

Michigan Wine Collaborative

Conference Call Minutes for Tuesday, July 6th, 2021 at 10:00 am.

1) Call to Order

2) Approval of minutes from May 4th, 2021 meeting.

APPROVED

3) Executive Committee Report:

a. Judgement of Michigan – Mike Moyer, Gina, Emily

i. Tuesday, August 3rd

1. Asked Eduard Seitan to step down due to employee dispute.

2. Bronze, Silver, Gold and Double Gold medals awarded

a. Judged by consensus and by style

b. Biggest change is no Best of Class

i. Eliminates palate fatigue influence on this event

ii. Wanted each wine to be recognized on its own merit

1. Michigan wine not competing against each other but against the perception of Michigan wine (No SW vs NW, Hybrid vs vinifera, Dry vs Sweet)

a. Goal is to unite the industry and introduce the entire industry to these judges

2. Hopeful that our judges will take home Michigan wine in their hearts and add them to their writing and media projects and wine lists

3. Gold Medal, Double Gold and other high scoring wines served at MI Wine Showcase Events (3) during fall and winter '22.

4. Nerd and Nosh event at Tabor Hill after judging.

a. About 12-15 people registered

b. Matt will need attendee numbers at least a week prior

5. Sponsorships for JOM (Also Grants & Funding report)

a. Tabor Hill sponsoring food and beverage for Nerd & Nosh

b. Cadus Barrels \$2500 sponsorship

c. \$1000 SW MI Tourism

d. Welch's Donated \$500 to JOM and Annual Silver Sponsorship for MWC

e. Working to secure funding from Harvest Solar

f. Wine Entry Sponsors

i. Any wineries entering more than \$1000 will be recognized as a wine entry sponsor

g. Sending another email out to vendors, wine trails, affiliates, etc

ii. Accepting wine entries (Deadline July 15)

1. Currently 152 wines entered from 16 wineries

iii. Have received some criticisms about this event

1. Dealing with those as diplomatically as possible

2. Questions of judges qualifications

- a. We are confident with our choices
 - iv. Cold Climate grapes feeling like minority and segregated
 - 1. Feeling like negative connotation from industry not consumers
 - 2. Removing Best of Class may be a deterrent for cold climate entries
 - v. MI Wine Country will help communicate with wineries
- 4) Committee reports:
 - a. Marketing: Brian Lillie
 - i. SCBG Grant application status
 - 1. Holding pattern
 - 2. Lee helping to secure line of credit
 - ii. Inclusion and Expansion collaborations for MI Wine Month
 - 1. Chateau Chantal Roadshow
 - iii. Content used by industry
 - 1. Not a ton but was present
 - b. Grants / Funding: Gina
 - i. Sponsorship report
 - ii. Vintage MI update
 - 1. Memberships up 6%
 - 2. Merch store contributing funds
 - a. Small contributions but they matter!
 - c. Finance: Lee / Emily
 - i. About 33k in account
 - ii. Bringing in a fair bit from Judgement traffic and sponsorships
 - iii. Reviewing Quickbooks against bank account to keep track of expenses and income
 - d. Research / Education: Tom Petzold.
 - i. NWMHRC Lab Expansion Fund Raising update
 - 1. Created list of industry to fundraise for this project
 - a. And then learned no contractors were available to bid on the project
 - i. Lots of construction going on so limited resources
 - ii. P45 conducted 1st Friday meeting In-Person
 - iii. MSU leadership changes
 - 1. MSU vacant extension positions
 - a. Need to express priority to be included in search for extension specialists
 - 2. Kelly Millenbough interim Dean
 - a. Said there would be a search for permanent Dean
 - 3. Doug Buhler still in his position
 - 4. Will begin working with Quinton Tyler
 - a. Put together team to meet with team and communicate priorities and combine resources
 - i. Collaboration is huge priority
 - iv. PA 232 update

1. Schedule Zoom session to re-ignite this initiative
 2. Matt Moersch met with Republican legislator who is supportive of an excise tax
 - a. Would like to coordinate with her on options
 - b. Researched excise tax when deciding on PA 232; decided on PA 232 because it required less resources
 - c. Matt will keep us updated on any progress
- e. Sustainability: Josh
- i. LIVE Accreditation for GLSWA
 1. Met with Chris of LIVE
 - a. Discussed how we can combine the two programs
 - i. Reviewing standards now
 - b. GLSWA would be accredited by LIVE
 - i. Vineyards will be certified by MAEAP and the additional GLSWA regulations would make a producer or grower eligible for the official certification
 - c. FLX doing something similar
 - ii. Board vote on GLSWA Labeling Rules
 1. E-vote to be conducted now through Friday July 9th
 - iii. Working with CBC on coordinating efforts toward sustainability in the MI craft beverage
 1. Working to convene group around January to collaborate on waste water issues and sustainability
 - a. Goal to create best practices and future initiatives/goals
- f. Inclusion and Expansion Committee – Charles / Emily
- i. Mentorship Program
 1. Very modest BETA roll out
 - a. 5-6 Mentors and Mentees
 - b. Researching other mentorship programs to build something our organization can use
 - ii. Project GREEN Collaboration
 1. Working on promotion and marketing
 2. Detroit Vineyards involved and providing additional educational vineyard space on opposite side of town as Pingree space
 3. Waiting to hear on expansion grant to continue program
 4. Also working toward apprenticeship efforts
- g. Cold Climate: Jess
- i. No update
- 5) Other Business:
- a. VESTA transitioning to the National Resource Center (Springfield, MO 7/27-7/29)
 - i. If interested, contact Tom Smith for travel information (Complimentary travel for MWC Board)
- 6) Public Comments:
- 7) Next meeting: Tuesday, Sept 7th, 2021 10:00am.
- 8) Adjourn

