

# Michigan Wine Collaborative

Conference Call Minutes for Tuesday, May 4<sup>th</sup>, 2021 at 10:00 am.

- 1) Call to Order
- 2) Approval of minutes from March 2<sup>nd</sup>, 2021 meeting.

## APPROVED

- 3) Executive Committee Report:
  - a. Wine Judging: Judgement of Michigan August 3<sup>rd</sup> at Lake MI College
    - i. New format, new judges
      1. EC acting as de-facto wine competition steering committee.
      2. Budget limitations required a new approach.
        - a. NOT the MI Wine Competition
          - i. MSU Kellogg partnership dissolved due to COVID
            1. LMC is much more accommodating for the MWC budget (as opposed to the Council's previous budget)
          - ii. Focus on in state judges for Judgement of MI
            1. Helpful for the budget but also can provide tangible benefits for wineries in the state
          - iii. Exclusively MI wine being evaluated
          - iv. No reception but we are planning showcases in the Metropolitan areas in MI
          - v. Inviting members to participate on the Planning Committee
          - vi. Emily working with Mike Moyer on developing press kit and press release
          - vii. Emily working with Gina on securing judging pool
          - viii. LOTS of opportunities for all wineries large and small
          - ix. Try and get volunteers from the Wine Tech program to get involved
            1. Tom Petzold will reach out to a contact who may like to be involved (member of MWC and Grape Society)
      - ii. Mike Moyer, Director of LMC Viticulture and Enology program, Emily Dockery and Gina Shay heading up organizational efforts for event.
        1. Tuesday, August 3<sup>rd</sup>
          - a. 3 Judges to a table. Taste wine flights and discuss.
          - b. Use 100 point scoring system to evaluate wines. Scores roughly equivalent to medals with more detail: 70-79pts: bronze; 80-89pts Silver; 90 to 100pts Gold. Unanimous Gold receives Double Gold

- c. Certificates awarded to wines scoring 70 points or higher. Only Gold and Double Gold medals awarded.
- d. Gold Medal, Double Gold and other high scoring wines served at MI Wine Showcase Events (3) during fall and winter '22.

4) Committee reports:

a. Marketing: Brian Lillie

i. SCBG Grant application status

- 1. No update
- 2. Hoping to get update in June on whether we will be included in the state's packet to USDA
- 3. Received support from Rep Schmidt
  - a. Many officials cannot officially support state or fed grant requests but CAN call and check on it's progress
    - i. Consider connecting with to promote proclamation

ii. Michigan Wine Month – Emily / Brian

- 1. Governor's proclamation
  - a. IT'S OFFICIAL!!
- 2. Lot's of promotional materials available
  - a. Michiganwinecollaborative.com
- 3. MI Wine Month Showcase
- 4. Vintage MI Event Calendar
  - a. Vintagemichigan.wildapricot.org
  - b. Less virtual events in hopes of increased tasting room traffic
- 5. Tuesday Press Releases
  - a. MWC Announces MI Wine Month
  - b. MWC Press Kit/Press Release
  - c. MWC Releases Judgement of MI Brief Press Kit & Release from Mike Moyer
- 6. Meijer featuring local wine displays
  - a. If you want placements reach out to Lisa
  - b. Made in MI palates available all year

b. Grants / Funding: Gina

i. Sponsorship report

- 1. Major retailers silent on sponsorship requests
  - a. Likely prioritizing more social/humanitarian efforts
- 2. Working with other committees to expand corporate sponsorship opportunities
  - a. There may be markets who are not related to wine but would like to support MI wine

ii. Vintage MI update

- 1. Website is now LIVE
  - a. Several new memberships and renewals since launch
    - i. Additional revenue building already
  - b. Members can access member portal
    - i. View/Download membership card, view participants, event calendar, swag store, etc

- c. Finance: Lee / Emily
  - i. About \$27, 500 in MWC Account
    - 1. Foundation about 3k
  - ii. We now have a Quickbooks for MWC
    - 1. Allowing us more detail and organization
    - 2. More going out than coming in
      - a. Work to increase revenue
  - iii. If you have accounting experience let us know if you would like to be involved with the Finance Committee
  
- d. Research / Education: Tom Petzold.
  - i. MSU meetings to fill vacant MSU Extension positions: SWMREC Viticulture Specialist; SW small fruits educator.
    - 1. Recently met with Doug Buhler and Ron Bates to follow up with progress
      - a. Concerning with the state of the budget and position void
      - b. Need to get position filled ASAP
      - c. Will provide update as progresses
      - d. Impression was very pay to play
        - i. Lots of industries have things at stake and need funding which is limited
  - ii. Looking at how 12/18 month projects can benefits the grape and wine industry
  - iii. Discussion on Basecamp for review
  - iv. Recently sent request to EC for symbolic financial donation (\$500) to support expansion of extension facilities
    - 1. Also asking wineries and growers for financial support
    - 2. Goal is \$12k
    - 3. Every penny from the 2021 O&V show went to fund new facility
  - v. Signed letter of support with over 130 organizations to ask letter to ask government to extend ag bio research
  - vi. R/E Committee meeting held in April. New look at Priorities: Topics remain the same, but how the MWC applies \$\$, time and influence based on WHO and When.
    - 1. MSU Ext Research Stations (SW & NW) in top position, followed by MSU lab researchers and then others.
    - 2. Day-to-day research at the Stations get our attention, then 12-18 month projects, followed by longer term projects benefitting the grape and wine industry
    - 3. Discussion on Basecamp for review
  - vii. Recently sent request to EC for symbolic financial donation (\$1500) to support Research Lab expansion at NWMHRC extension facility
    - 1. Contributions of over \$175,000 from other commodity (fruit) groups benefitting from research at the NWMHRC. P45 donating \$1500 and together asking wineries and growers for financial support
    - 2. Goal is \$12k combined from our industry
    - 3. Every penny from the 2021 O&V show went to fund new facility (\$12k)

- viii. iv. Signed letter of support with over 130 organizations to ask letter to ask
- ix. federal government to continue to support AG bio research

e. Cold Climate: Jess

- i. Mission has morphed a bit
- ii. Finishing 2<sup>nd</sup> year of the MSU/4H/Pingree Farms project
  - 1. Recently pruned the Pingree vines (Downtown Detroit)
    - a. Also worked on fixing trellis
  - 2. Also laid out vineyard with a couple of students
    - a. 6ft and 4 ft spacing on top wires
    - b. Waiting for holes to be augured
    - c. New trellis will go in next year
  - 3. Hoping to be able to have students soon
  - 4. Appreciate coverage in MI Wine Country

f. Inclusion and Expansion Committee – Charles / Emily

- i. Developed MI Wine Month Showcase
- ii. Discussing events and fundraisers
- iii. Podcast production
  - 1. Music in the Bottle
    - a. Twine, Modales, GRNoir,
    - b. Collab episode with Red Wine & Chaos
  - 2. Red Wine & Chaos
    - a. Lazy Ballerina, Twine, St, Julian, TBD
  - 3. SW MI Based
    - a. Looking to expand to NW, SE after the initial 4 part series'
- iv. Diversity in Food & Beverage Pledge
  - 1. Reciprocal support
- v. Judgement of MI media events/tour
- vi. Tom would like to involve more Latinx/Latino/Immigrant representation

g. Sustainability: Josh

- i. Working to get GLSWA standards circulated (for labeling portion)
  - 1. Recently uploaded to Basecamp to collect feedback
    - a. Please review ASAP
- ii. Reached out to LIVE program to expand to MI
  - 1. Supportive of helping MI to get in the loop
  - 2. Working to schedule that meeting
    - a. Please reach out Josh to get involved
- iii. Continuing to work with Dr. Chou on her funding proposal
  - 1. Capstone Project developed support from students and researchers for app support (over 2000 hours in this project by their best students)
  - 2. Karen Chou can send video to the group to update on project

5) Other Business:

- a. Update from Esmaeil
  - i. Possible frost event upcoming

- 6) Public Comments:
- 7) Next meeting: Tuesday, July 6<sup>th</sup>, 2021 10:00am.
- 8) Adjourn