

Michigan Wine Collaborative

Conference Call Minutes for Tuesday, May 3, 2022 at 10am

- 1) Call to Order
- 2) Approval of March Meeting Minutes

APPROVED

- 3) Executive Committee Report:
 - a. 5/10/20 year vision plan for MWC: MWC's future
 - i. Attempted this a few years ago; time to revisit
 - ii. Who are we and what do our members want us to be? What are our short- and long-term goals and how will we get there?
 1. We are all passionate about the MI wine industry and it is why we are here
 - a. We need some direction for our projects and for the organization in general
 - b. Marketing historically decided focus for MWC
 - c. MWC to bring MI wine to the world
 - i. Increase investments in the region
 2. Review surveys
 - a. Previous surveys
 - b. New surveys
 - c. Listening session findings
 3. Increase inclusivity of the entire state regarding focus for Collaborative moving forward
 - a. Increase unity
 - b. Increase dues as value and organization of Collaborative increases
 - i. We need to create accurate and sustainable narrative for what MWC actually does, stands for, and contributes to the Michigan wine industry. Beyond creating a narrative (which will ultimately be part of our business and marketing strategy), we must document concrete actions: short-term goals, 5-year goals, 10-year goals, 20-year goals, and concrete ways of sourcing sustainable funding to accomplish those goals. And then all of our committee actions need to align with those goals.
 1. Include actions to support funding for at least 1 full-time salaried position + 2nd part-time or additional full-time staff member.
 - ii. Work with a professional strategic planner to accomplish this in a timely fashion (ideally by December of 2022, so that we can vote on any changes at the annual meeting)
 1. Utilize non bias, non industry related individual to build an inclusive and sustainable industry vision
 - b. 2022 In-Person Events (\$15k budgeted):
 - i. Hour Detroit Food and Wine experience (Detroit): \$10k (includes everything for the event and there is a wine competition) – approved
 1. Distribution issues resolved

- a. Concessions for small wineries to be involved
 - i. Table fees covered (in that \$10k) for MWC members to pour wines
 - ii. 2000 2oz samples must be provided
 - 2. More participating wineries = larger visibility for Michigan
 - a. 10x10 space for each winery that wants to be involved
 - ii. Detroit Vineyards Nerd and Nosh, not to exceed \$3k – approved
 - 1. Networking and tasting session between press, influencers, buyers, and the Michigan wine industry (winemakers, growers, marketing staff, etc)
 - 2. Incentive for industry to attend could be a challenge IF only the host wines can be poured (Working on options to be able to pour a variety of MWC member wines at DV)
 - a. Open to all MWC members
 - iii. House of Pure Vin mixer ~\$750 – approved
 - 1. Still working out details for this event
 - 2. Smaller scale event
 - 3. Great opportunity to book sales calls and create relationships in the city
 - iv. These kinds of events have been key for success in the regions such as Long Island and the Finger Lakes
- c. MLCC and CBC meetings to ensure that we are in compliance with all of our activities and events as well as partnering with the CBC as much as possible on our collective goals
 - i. Also important to have relationships with other craft beverage industries (cider, beer, distillers)
- d. Board member involvement on committees
 - i. Only 5 people of the entire board members reached out to me with their desire to contribute beyond the bi-monthly meeting. This says a lot.
 - 1. We all need to ask ourselves why we're here
 - 2. We should be thinking about honing our committees to only those that contribute to our documented short- and long-term goals.
 - 3. Common goal of all committees and the organization is to sell more Michigan wine
 - a. We need to increase overall focus
- e. Vintage Michigan management & monetization
 - i. Still on the table
 - ii. MWC has list of 5000 MI wine consumers which participate in Vintage Michigan
- f. Educational Dirt To Glass Event in Traverse City August 25-26 – Lee to ask committees if they are planning to apply for MWC funds in 2022; otherwise, he will apply to use funds to sponsor a luncheon
 - i. Speakers coming from all over country to discuss soil and viticulture
 - ii. Plans to make annual conference
 - 1. Feature different focus each year
 - iii. About 200 attendees for first year
 - iv. Survey will follow the event
 - 1. Industry requested to complete
 - 2. Will use for future grant and funding initiatives
 - v. SW feeling a bit discouraged with so much focus on Traverse City
 - 1. SW has not been invited yet to submit wines for panels

- a. Riesling and Pinot tastings on the schedule
- b. Statewide representation has been a conversation in planning
- 2. Plans to move this conference around the state
 - a. Present focus on uniting the state through future conferences
- 3. MWC needs to ensure statewide representation for events concerning the state's wine industry
 - a. Including SE representation

4) Committee reports:

- a. Marketing: Brian Lillie
 - i. SCBG Grant status (Awarded Nov 2021-Sept 2023)
 - 1. To market MI wine industry as a whole
 - a. Will launch MI Wine Month 2023
 - 2. Working with Factory Detroit
 - 3. First grant report due May 18th
 - 4. Have hosted several listening sessions to gauge impression on the current state to the industry from the perspective of the industry
 - a. Email blasts went out to acquire participation from industry members
 - ii. Michigan Wine Month plans (rec'd Gov Whitmer proclamation 4/27!)
 - 1. Social Media campaigns
 - a. You Name It Contest
 - i. To select slogan for Michigan Wine Month
 - 1. "MI, What Great Wines You Have"
 - ii. Performed through social media
 - iii. Press releases on MWC website
 - 1. Picked up on some media outlets
 - b. Proclamation
 - i. Encouraging tasting rooms to print out and present to their guests
 - ii. Economic impact to the state is essential
 - 1. Updated report in the works
 - c. 2023 wine collaborations
 - i. SW x NW x SE wine producers collaborating on
 - iii. Other business
- b. Grants / Funding: Gina Shay
 - i. Following up with sponsorships
 - ii. Exploring potential Corporate relationships (Especially in Detroit) – on hold until short-term and long-term plans are established
- c. Finance: Lee / Emily
 - i. Huntington line of credit for the grant
 - 1. Moving forward
 - a. Should be finalized by the end of the week
 - ii. MWC financial reports (balance sheet) to be shared at each board meeting as requested by several board members.
- d. Research / Education: Michael Moyer
 - i. Current projects
 - 1. 4-h Viticulture Project/MWC Talent Pipeline

- ii. PA 232 – on hold
 - 1. Unable to lead PA 232 through R/E Committee
- iii. Odds and ends:
 - 1. Supports starting discussions about the MWC’s core mission, and setting goals that we can reasonably accomplish.
 - 2. Support a future in person “summit” of sorts to hammer these things out.
 - a. Will help with statewide unity
- iv. LMC bringing on VESTA courses
 - 1. Combining resources
 - 2. Business courses
- v. Consumer education may be included in scope of committee in the future
- e. Sustainability: Sidney Finan and Maxwell Eichberg
 - i. Establishing a core set of 'values' for sustainability and what that means for us here in Michigan. This baseline will help guide our approach to more stringent language in regard to the implementation of sustainable practices in our vineyards.
 - 1. To aid in solidifying focus
 - 2. Participating is an issue
 - a. Very few people calling in for meetings
 - ii. Encouraging more participation as we move forward with mission statements etc. All are welcome to this discussion. These are broad and wide-reaching topics, especially in regards to their direct impact on how/why we farm. LIVE update
 - 1. Encouraging more people to get involved
 - 2. Goal to make sure the entire industry feels represented
 - 3. Would like to work with Karen Chou to get a meeting time that works for her involvement
 - iii. Meeting Thursday with LIVE organization
 - 1. Discussing how NY extension of LIVE is more relevant to the Michigan industry
 - a. Creating more thorough set of standards that impact the industry more positively
 - iv. Sustainability seminar
 - 1. Inviting growers from all over the state to come together and discuss the current state of sustainability in the state
 - 2. Inviting larger players to present and be involved
 - a. Black Star, Modales, Detroit Vineyards
 - 3. Decide on a system of accountability for the state’s sustainability plan
 - 4. Consider hosting during the soil conference in TC
 - v. Karen Chou Update
 - 1. Received innovation award to help develop the software and app for sustainability (Focused on MI vineyards)
 - a. Applied for grant proposal
 - i. Funded for \$25k (MSU)
 - b. Secure data storage built into this project
- f. Inclusion and Expansion Committee – Charles / Emily
 - i. Collecting information for the MI Black Wine Professionals Database

1. Progress update
 - ii. Working with 4-H Viticulture/MWC Talent Pipeline project
 1. News/updates
 - iii. Lisa Lyon would like to be involved on this committee
 1. Paperwork for Meijer sponsorship/support
 - iv. Funding
 1. Collaboration between Chateau Chantal and Drew Ryan Wines
 - a. Will be producing a wine together to help fund students to go through VESTA course
 2. Scholarship funding projects moving forward with Meijer, House of Pure Vin, and GRNoir
 - g. Membership Committee: Kim Zacharias
 - i. Kim taking over Membership Committee this month
 - a. Black Star Farms Marketing department
 - b. Has begun to explore Wild Apricot and current membership
 2. Welcome and thank you, Kim! What's new for May?
- 5) Other Business:
- a. CBC Update with Jenelle
 - i. June 30: CBC SMALL-GRANT REQUESTS: Is MWC eligible and how do we request funds?
 1. MWC opportunities to apply
 2. Communicate to members about opportunities for funding
 - b. Esmaeil MSU Extension Update
 - i. News/updates
 1. Growing season update (Traverse City)
 - a. 43 growing degree days
 - b. Unusual heat expected next week
 - ii. Dirt To Glass event in Traverse City – MSU involvement/sponsorship
 - iii. Cold hardiness project underway (Funded by CBC and Project GREEN for \$61K)
 1. 20 new weather stations in NW and SW MI
 2. Most sampling sites located in NW
 - a. Hopefully will have additional sites in SW in the future
 - b. Collecting temperature, humidity, and light intensity
 - i. To identify factors of cold hardiness
 - ii. Monitor drought stress
- 6) Public Comments:
- a. Resource Label Group (Evan Bonsell; Toronto)
 - i. MWC Sponsor
 - ii. Label provider for the region
 1. Committed to the Michigan wine industry
 - iii. Will be reaching out to Sidney and the Sustainability committee regarding sustainable labeling options
 1. Will be in SW next week
- 7) Next meeting: Beginning of June TBD at 10am
- a. Meeting monthly again
 - b. Work towards in person meetings
- 8) Adjourn