

Michigan Wine Collaborative

Monthly board meeting

Conference Call Minutes for Tuesday, July 5, 2022 at 10am

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

APPROVED

- 3) Executive Committee Report: STILL A WORK IN PROGRESS
 - a. Meeting tomorrow 7/6/2022
 - b. 5/10/20 year vision plan for MWC: MWC's future
 - i. Executive committee retreat in November to finalize 5/10/20-year vision.
 - ii. To discuss at annual meeting
 - iii. Will run plan across board prior to presentation
 - c. 2022 In-Person Events (\$15k budgeted):
 - i. Hour Detroit Food and Wine experience (Detroit Aug 12-14): 11 wineries participating! Still taking winery participants (may miss print ad deadline)
 - Great opportunity to appeal to consumers
 - May miss the print deadline at this point
 - Reach out ASAP to participate
 - ii. Detroit Vineyards Nerd and Nosh, not to exceed \$3k – STILL NEED A DATE
 - Considering name change
 - Wholesalers, retailers, sommeliers, restaurant, etc (TRADE)
 - iv. House of Pure Vin mixer ~\$750 – September 8, 2022. (CONSUMERS)
 - a. Featuring current producers but open to launching new producers in the store
 - b. Reach out if interested
 - c. Small face to face interaction opportunities with consumers in Detroit
 - d. Vintage Michigan management & monetization
 - i. Partnered with HOUR Detroit Food + Wine Show to incentivize people to join Vintage Michigan by offering \$10 discount on general admission ticket + admission to winemaker panel; in turn, on our VM website, we are advertising \$10 discounted tickets with links to purchase for HOUR Detroit Show.
 - ii. Member reached out with concerns that there was not enough incentive for participation and competes with their own wine club benefits
 1. Made them aware of the two tiers of the Vintage Michigan program
 - a. Legacy
 - i. General discounts offers
 - b. VIP
 - i. Additional discounts at events and wineries
 1. \$10 discount at HOUR Food & Wine Show
 2. Brainstorming ways to increase traffic to tasting rooms and incentive new enrollments

- e. Educational Dirt To Glass Event in Traverse City August 25-26 – MWC is sponsoring AND Paolo Sabbatini confirmed that this is to be an annual event that moves around the state with topics applicable to our local industry! This is great news!
 - i. Should the MWC approach the conference organizers to have our annual meeting adjacent to this conference?
 - ii. MWC sponsorship is an evening happy hour at which everyone can bring and share their wines. Great opportunity to meet/taste with colleagues.
 - 1. Any attendee is welcome to bring their wines to share and discuss with the industry members in attendance
 - iii. Great opportunity to network and connect with the industry in person
 - iv. Agenda now available on MSU website
 - v. Paolo has confirmed this will be an annual event
 - 1. Next year will be held in SW MI
 - 2. Will be meeting with Paolo to discuss expectations and planning
 - a. Timing
 - b. Pricing
 - vi. Great opportunity to work together to improve winemaking and perception of Michigan wine
 - vii. Considering hosting Annual Meeting at this event
 - 1. Scheduling the annual meeting during winter is ideal for growers
 - a. Late August is difficult to schedule attendance with vineyard activities
 - viii. Issue for growers to attend with cost of admission (\$300)
 - 1. Tom Petzold proposes that wineries subsidize growers to attend
 - 2. Typical rate for conferences similar to this is \$100 or less
 - a. Those conferences also have precedence and experience
 - b. Concerns with the panel of organizers (especially ‘Somm’ to grower aspect) and their commitment to including SW MI and also their awareness of grower needs and schedules
 - i. Will they be able to meet educational needs and provide value to growers?
 - ii. If they can create unity with front of house/hospitality and producers/growers there could be great value
 - iii. Planning committee should include growers and all regions
 - iv. Include more speakers from Michigan
 - v. MWC president brought up to planning committee the lack of SW involvement and the SW tour and meetings were scheduled
 - 1. Small steps towards progress

4) Committee reports:

- a. Marketing: Brian Lillie
 - i. Michigan Wine Branding Grant Project
 - 1. Gaining momentum
 - 2. Factory Detroit presented campaign proposals
 - a. To early to share those concepts
 - b. Will share as soon as we are able

3. An exciting moment to promote Michigan wine
4. Scheduled to launch May 2023 for MI Wine Month
 - a. 3 week campaign push
 - b. Two target markets based on population
 - i. Detroit (SE Michigan)
 - ii. Grand Rapids
 - c. Still determining outlets
 - i. Likely more print than anything else
 - ii. Media plan not strategized yet
 1. Focusing on design at this point
 - iii. Budget and efficiency big factors in determining strategy and outlet focus
5. Next report due next month
 - a. MDARD provided additional reporting dates for us to claim reimbursement more frequently
- b. Grants / Funding: Gina Shay
 - i. CBC grants available as of June 30 – let's apply!
 1. Historically not an opportune time to submit but now is the time to consider projects to apply for
 - a. Driven by state budget timings
 2. Relatively broad based
 - a. Agriculture
 - b. Marketing
 - c. Business Development
 3. Smaller award amounts but good chance of being awarded
 4. Will look to Jenelle for guidance on applications and process
- c. Finance: Lee / Emily
 - i. Huntington line of credit for the grant – re-doing this
 1. Awarded us a loan instead of a line of credit
- d. Research / Education: Michael Moyer
- e. Sustainability: Sidney Finan and Maxwell Eichberg
 - i. Brief update on where we are at regarding the implementation of a more rigorous viticultural sustainability certification program here in MI.
 1. Primary focus revisiting certifications
 2. Originally considering LIVE certifications
 - a. Based out of Oregon
 - b. Many growers had an aversion to this based on different growing conditions in MI vs OR
 - c. LIVE suggested MWC collaborate with NY Grape & Wine Council as they are developing a guide/work book together more related to cooler climate vineyards
 - i. Looking to go live with this in NY in 2023
 - ii. Also collaborated with Cornell
 - iii. Will propose adopting and adapting this work book for Michigan
 1. Available online now
 2. <https://newyorkwines.org/industry/sustainability/>

- 3. Huge benefit is this will be very budget friendly as NY has done most of the work for us
 - a. Not recreating the wheel
 - b. ~\$8000 for LIVE to evaluate and approve
 - iv. Goal to have 25-30 growers pilot/test the work book
 - 1. Request feedback in a year to see how the program worked for MI growers
 - v. Possibly launch MI GLSWA certification based on this model in 2024
 - 3. Could very well drive sales for the Michigan wine and grape industries as consumers are increasingly aware of sustainability concepts and initiatives
 - ii. Would love to have more participation on this committee
 - iii. Working on drafting something for the Dirt to Glass conference to address industry inclusion on Sustainability projects and participation
 - iv. Update from Karen Chou
 - 1. Continuing work on web based resources and app
 - a. Growers suggestions included adjustments to flow of the program
 - i. Improve ease for grower use
 - ii. Including nutrients along side pesticide applications
 - b. Begin to calculate how to make program sustainable for growers in Michigan in the long run
 - i. Modify for other fruit growers to use
 - c. Working on cost effectiveness
 - d. Collaborating with marketing specialists
 - e. Include potential NY work book in the software to create standard of sustainability for growers and connection to GLSWA
 - f. Will explore CBC grant opportunities
 - i. Funding to re design software to include NY work book principles
 - g. Gathering participants for BETA testing
 - i. 2-3 growers
 - ii. MWC is willing to provide communication with growers to test and discuss the software
 - h. Essential for growers to be able to access in the vineyard not just in the office
 - i. Which is why the phone app is being developed
- f. Inclusion and Expansion Committee – Charles / Emily
 - i. 4-H Viticulture/MWC Talent Pipeline project update
 - 1. Cleaned up Pingree vineyard
 - a. Met with volunteer leaders (Mary & John) and MSU Extension representatives (Tom Smith & Dixie Sandborn)
 - b. Pruned and weeded
 - c. Still needed mowing
 - 2. Completed first editing phase for the curriculum lessons
 - a. 8 Lessons total

1. MSU leadership is interested in our candid feedback and community stakeholders of this land grant university, so please let me know if there is anything you would like me to address with them.
 - a. Will be reaching out soon to address topics and concerns
 - i. Submit any items to Gina
 - b. Deans of Agricultural programs
 - i. Director of Extension
 - ii. Ag Bio Research
 - iii. Dean of Students

6) Public Comments:

7) Next meeting: August 2nd at 10am

8) Adjourn