

Michigan Wine Collaborative

Monthly board meeting

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

- 1) Call to Order / Roll Call
- 2) Approval of July Meeting Minutes

APPROVED (PEABODY,LESPERANCE)

- 3) Mark Vanneste introduction
 - a. New attorney/legal member for the Collaborative
 - i. Howard & Howard (Based in Southeast Michigan)
 1. Business attorney
 - a. With knowledge in other areas
 - b. Interest in wine industry
 - i. Explored the Collaborative for partnership
 - ii. Working with Collaborative on a pro bono basis
- 4) Executive Committee Report: STILL A WORK IN PROGRESS
 - a. 5/10/20 year vision plan for MWC: MWC's future – Meeting tomorrow.
 - i. Executive committee retreat in November to finalize 5/10/20-year vision.
 - ii. Exploring viability of hiring assistance in developing business/administration plan for the Collaborative
 1. Outside perspective
 - b. 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)
 1. Anticipating 3000 guests
 2. MWC has access to discount codes for board and membership
 - a. \$50~ for admission
 - i. Vintage Michigan members receive \$10 off
 - ii. Industry receive 50% off
 3. Emily will be in attendance all day Saturday and Sunday
 - a. Promoting Vintage Michigan memberships
 - b. Promoting wineries not in attendance
 - i. Educating on businesses and featured products
 - c. Assisting with wineries present and providing support
 - ii. Detroit Vineyards Nerd and Nosh, not to exceed \$3k – January 2023
 - iii. House of Pure Vin mixer ~\$750 – September 8, 2022.
 - c. 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.
 1. Full Page ad in HOUR Detroit for Vintage Michigan
 - a. Over 30,000 subscribers
 - b. Distributed to various businesses

ii. More ideas?

- d. 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. Registration full. People from Michigan and other wine regions attending.

5) Committee reports:

a. Marketing: Brian Lillie

i. Waiting for polished product from Factory Detroit

1. May be reaching out with that for peer review

- a. Firm has a concern that the campaign could be leaked which would not be ideal

2. Will move onto media buys and strategy from there

ii. Missed WineAmerica meeting so no report there

b. Grants / Funding: Gina Shay

i. CBC Grants are not until September; I mistook the June 30 date to start writing it and securing a grant writer, if necessary, to be ready for September date. Apologies for the confusion!

1. Good to begin considering grant writers and initiatives to prepare for this grant cycle

c. Finance: Lee / Emily

i. Huntington line of credit for the grant – done

ii. About \$23k in bank account

1. Not a lot of activity

- a. \$2K to grant expenses

- i. Reimbursement expected August-September

- b. Ordered rack cards for Vintage Michigan promotion

- i. For HOUR Detroit event

1. And others

d. Research / Education: Michael Moyer

i. Dave Miller: Attended Viticulture Days in SE Michigan

1. New Viticulture specialist for MSU Extension introduced

- a. Russ Smithyman

- i. Worked at Chateau Ste. Michelle (Washington State)

- ii. Attended Vit Days in SE MI with industry members

2. Working with Paola on additional events

ii. Karen Chao update

1. Working on developing new user interface by integrating flow for users on app for sustainable certification approach

- a. Evaluating NY approach to move forward with this project

e. Sustainability: Sidney Finan and Maxwell Eichberg

f. Inclusion and Expansion Committee – Charles / Emily

i. Working on scholarship funding wine

1. Chateau Chantal and Drew Ryan Wines collaboration

- a. Working on label and bottle design

- i. Should help encourage retailers to commit to carrying the wine

1. Tangible image and brand for the wine

- b. As well as blend and style
 - i. Drew Ryan visited Chantal to move progress along on that aspect
 - c. Developing plans for events
 - i. Educating public and creating awareness
 - ii. Working to raise at least half of the IE Scholarship fund with this project
 - 1. ~\$5K
 - d. Looking to launch MI Wine Month 2023
 - e. MI Wine Country interested in assisting with promotion
 - i. Keep Ed Peabody updated
 - g. Membership Committee: Kim Zacharias
 - i. 3-4 new supplier members
 - 1. Please consider encouraging any suppliers or vendors to join the Collaborative
 - a. Cross promotion benefits
- 6) Other Business:
 - a. CBC Update with Jenelle
 - i. Council met this past Wednesday
 - 1. Projects moving along nicely
 - ii. Craft beverage month (Nov)
 - 1. Hoping to combine forces with all craft beverage industries to encourage consumers to focus on supporting these industries during the holidays
 - 2. Just approved, lots of work to get done moving forward
 - a. Looking for governor's support on this initiative
 - 3. Promotional pivot for the council
 - a. Originally focused on promoting the actual council and activities
 - b. Pivoting to consumers
 - i. Working on promoting the beverages
 - ii. Possibly developing consumer focused website
 - 1. With tools to help industry promote and develop businesses
 - iii. Craft beverage grower directory (SCBG project)
 - 1. Creating online database of growers who are ready to engage with producers
 - a. Apples, Stone fruits, hops, grapes, botanicals
 - b. Focusing on heavy outreach throughout the next year
 - c. Developing promotional videos for awareness of new database
 - iv. New legislation – Qualified Distiller Program
 - 1. House Bill 4842
 - a. Signed into law 2 weeks ago by Gov Whitmer
 - b. Reduces mark up for MI distillers who are using at least 40% MI grains
 - i. Very broad list of grains
 - c. Michigan paving the way for this type of legislation
 - d. Could be game changer for wineries also distilling

- e. Jenelle will distribute link for more information
 - f. Audit element to this program
 - g. CBC will be charging a fee to be licensed as a qualified distiller
 - i. Fee will go into CBC fund
 - v. DEI strategies at MCBC
 - 1. Special session with council Wednesday morning
 - 2. Frida Samson current strategist
 - a. Working holistically with council
 - i. Focusing on how the council can work to make change within the industries
 - ii. Expect a long process
 - vi. Conference
 - 1. Planning a statewide craft beverage conference
 - a. Primary business owners and decision makers focus for this conference
 - b. Goal to bring the industries together to work collaboratively to promote to consumers
 - c. Looking at Lansing for host location
 - d. Would like to offer associations opportunities to engage with Lansing and legislators
 - vii. Research program for fy23
 - 1. Expecting 9/6 project proposals
 - 2. January 2023 approve projects
 - 3. Met in June for strategic planning session on initiatives
 - 4. Looking for proposals on new varieties, climate adaptability, market research, metrics in diversity and inclusion, etc
 - 5. Over \$300k approved for projects
 - b. Esmail MSU Extension Update (if applicable)
- 7) Public Comments:
 - a. Grape Acreage study
 - i. New numbers in 2024
 - ii. ~3375 acres of wine grapes according to last study (2020)
 - 1. Jenelle will distribute this information
 - a. Interesting way to determine trends
 - b. Consider developing infographics with this information
 - iii. Last Economic Impact study took place in 2017 (MI Grape and Wine Industry Council)
 - 1. Need updated numbers
 - 2. Close to \$100k for all craft beverage industries to be studied
 - a. WineAmerica and other national organizations working on developing these numbers as well
 - i. Difficult to justify investing the money when other organizations working on collecting the data
- 8) Next meeting: September 6 @ 10 am
- 9) Adjourn