

# Michigan Wine Collaborative

Conference Call Minutes for Tuesday, September 7<sup>th</sup>, 2021 at 10:00 am.

1) Call to Order

2) Approval of minutes from July 6<sup>th</sup>, 2021 meeting.

APPROVED

3) Executive Committee Report:

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

i. Success! Great feedback

1. Media blitz/wine evaluation at Lake Michigan College

a. Created from scratch new event concept

2. 21 Judges from across the state and country evaluated Michigan wines

a. Buyers in state and media professionals from out of state

3. Concept to raise entire image of Michigan wine not create competition between wineries or regions

ii. Budget (Very tight!)

1. About 10k surplus

a. The state used to lose much more money from this event

b. Will help fund showcase events

2. Sponsorships

a. VERY successful via Gina

3. Some outstanding expenses

a. Venue space

b. Mileage reimbursements

iii. Awards

1. 353 entries

a. Almost exactly 50% medaled

b. Previous competition had over 90% of the wines medal

c. 8 Double Gold, 33 Gold, 58 Silver, 76 Bronze

2. Next year we will have more efficient judging reports for the wineries

a. Looking at digital options

3. Continue to utilize Davis 20 point scale

a. Great for collecting statistics

iv. Podcast about Judgement

1. Paul Brady spoke about our Judgement model vs the traditional method of competitions

a. The Judgement is the way of the future

v. JOM 2022 committee

1. Forming now if interested in contributing to the 2022 Judgement

b. Annual Meeting –

i. Special sessions? (Marketing?)

1. Submit ideas ASAP

a. Commit speakers

ii. Board openings

1. 3 winery seats

- iii. Gina Shay becomes President – need to fill VP position
  - 1. Find someone for Vice President position
- c. Contribution to Robbie Oxley fund in honor of Keith Oxley
  - i. ~\$500?
  - ii. Include piece in newsletter and send information to HOUR

4) Committee reports:

- a. Marketing: Brian Lillie
    - i. SCBG Grant application status
      - 1. Still waiting for word on this proposal
    - ii. Fall Marketing events
      - 1. Digital
        - a. Peninsula Underground
          - i. Showcasing winning wines from the Judgement
        - b. #PinkSociety (10/28)
          - i. Featuring MI Merlot and Riesling
          - ii. 2<sup>nd</sup> event with this group (Chateau Chantal and Modales May 2020)
            - 1. Over 24.5k impressions and 200 mentions on Twitter for MI wine in 2020
- b. Grants / Funding: Gina
  - i. Sponsorship report
    - 1. About \$12k for Judgement sponsorships
      - a. Lee just deposited Welch's \$2000 check
  - ii. Vintage MI update
    - 1. Memberships trickling in
    - 2. Explore promotional methods
      - a. For tasting rooms, etc
  - iii. Renewal date coming up!!
    - 1. Per a vote, we will be collecting annual dues on Sept 15<sup>th</sup>
- c. Finance: Lee / Emily
  - i. About \$38k in accounts
    - 1. Sponsorships, Dues
  - ii. Still have some outstanding items to pay for the Judgement
  - iii. Please submit requests for funding to Lee
  - iv. Begin considering budgets for committees and for 2022
    - 1. Speakers for O&V show budgets
- d. Research / Education: Tom Petzold.
  - i. Parallel 45 meetings
  - ii. NWMHRC Lab Expansion update
    - 1. Would allow researcher to perform actual research
      - a. Dedicated lab space
    - 2. Esmaeil recently submitted draft for funding request
    - 3. Goal was to raise 15k (With P45, MWC contributing)
      - a. Intended to send out letters for support

- b. Unfortunately due to construction expenses no bids were returned for the project
          - i. However, back on track for the Fall
      - iii. MSU Update
        - 1. Viticulture Field Day in person in July
        - 2. Search for SWMREC Viticulture Specialist late fall '21
          - a. Hopefully fill by next Spring
        - 3. Meeting with MSUE, AgBioResearch and Dean in early winter?
          - a. Work on this at GLEXPO
    - e. Sustainability: Josh
      - i. LIVE Accreditation for GLSWA
        - 1. Moving forward with this
      - ii. Board vote on GLSWA Labeling Rules
        - 1. Will tally up votes this week and finalize vote
    - f. Inclusion and Expansion Committee – Charles / Emily
      - i. Mentorship program
      - ii. Detroit showcase events
      - iii. Creating network with other organizations
        - 1. African American Vintners Association
        - 2. Roots Fund
        - 3. Diversity in Wine & Spirits
      - iv. Tom to help with including more Latinx/Latino/Ag workers
    - g. Cold Climate: Jess
      - i. Jessica Youngblood will not be continuing her board position
- 5) Other Business:
- 6) Public Comments:
- 7) Next meeting: Tuesday, Nov 9<sup>th</sup>, 2021 10:00am.
- 8) Adjourn