

Michigan Wine Collaborative

Monthly board meeting

Conference Call Minutes for Tuesday, September 6, 2022 at 10am

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

APPROVED (Motion Brian Lillie, Second Ed Peabody)

- 3) Executive Committee Report:
 - a. 5/10/20 year vision plan for MWC: MWC's future – Finalizing at November retreat
 - i. Still in progress
 - b. Upcoming 2022 In-Person Events (\$15k budgeted):
 - i. House of Pure Vin mixer ~\$750 – September 8, 2022. One winery participating (Amoritas Vineyards)
 1. Mass invite to Vintage Michigan members
 2. Consumer tasting
 3. Light snacks
 - ii. Field to Vase wine-pairing dinner- Certified American Grown, Oxford MI (September 18th)
 1. MAWBY, Shady Lane, Two K
 2. Farm to Table the whole way around
 - a. Passionate about local wine
 3. Long table dinner set up
 4. Cut flower focused non profit
 5. Features floral arrangement workshop, farm tour, VIP reception, general reception, dinner, commencement
 - iii. Detroit Vineyards Nerd and Nosh, not to exceed \$3k – January 2023
 1. Trade focused tasting
 - a. Goal to gather media, restaurants, retail, etc to increase interest and placements of Michigan wine in Southeast Michigan area (Specifically Detroit)
 - c. Completed 2022 events:
 - i. Educational Dirt To Glass event sponsorship in Traverse City August 25-26 – Success! Registration was full; reports were that it was good. Any attendees from MWC board?
 1. Really well organized for the first ever event
 - a. Good selection of speakers
 - b. Second day focused on soil pit exploration
 - c. Slight improvements could be made next year
 - i. Not the most convenient time of year
 1. However, in order to demonstrate growing exhibitions it makes sense
 2. Expanding planning committee
 - a. Including statewide growers, MWC representation, etc

- 3. Various themes
 - d. Will be traveling annual event going forward
 - i. Could be a good replacement for the annual statewide conference the council previously produced
 - e. MWC sponsored Happy Hour event (\$1500)
 - ii. Hour Detroit Food and Wine experience (Detroit Aug 12-14): Post-mortem and lessons learned
 - 1. 10 wineries participated
 - 2. Lots of confusion regarding wine orders and requirements
 - a. Lack of communication on the part of HOUR
 - 3. Was not very organized
 - a. HOUR experienced a mass exodus of staff in the middle of planning phase
 - b. Feedback included that event felt more like a trade show vs consumer event
 - c. ~2500 attendees
 - i. Although seemed poorly attended
 - d. Very large venue
 - i. Not well mapped out
 - 1. MWC dedicated area was not aesthetically pleasing
 - 2. Wine, Food, Beer, Spirits all spread out
 - a. Would have made more sense to organize those categories together
 - 3. Too many vendors
 - ii. Pouring staff was excellent
 - 4. MWC purchased a \$10k major sponsorship
 - a. Ended up putting in a ton of work into planning the event which we assumed would be a just show up and exhibit set up
 - b. Be more diligent in the future about estimating labor requirement on behalf of MWC
- 4) Committee reports:
 - a. Marketing: Brian Lillie
 - i. Still working on SCBG
 - 1. Factory Detroit working on finalizing branding roll out
 - a. Website
 - b. Media
 - c. Main "TASTE MICHIGAN" branding
 - i. Released in the Fall (October/November)
 - d. Secondary branding initiative/campaign being released May 2023 (MI Wine Month)
 - 2. Emily and Iza managing reporting, bookkeeping, administration, etc
 - b. Grants / Funding: Gina Shay
 - i. Sponsorships renew September 15. Sponsors are bearish due to rising costs. Seeking corporate sponsors.
 - 1. Some suppliers hesitant to renew support with MWC
 - 2. Previously relied on about \$10k in sponsorships

- a. May be slightly less this year unless we source new corporate sponsorships which IS in the works
 - i. Work to recruit benefits from member wineries to incentivize sponsors
 - 1. Team building activities; tastings, vineyard tours, etc
 - 2. Meeting venue spaces
 - b. Communicate sponsorship opportunities to Meijer
 - i. Create deck to pitch to Meijer
 - 1. Lisa will send over example for us to replicate
 - ii. Vintage Michigan: 28 new members in the last two months, so this continues to bring in about \$350/month in income for MWC programs. Still more untapped potential.
 - 1. HOUR included full page ad for Vintage Michigan in the July issue
 - a. Response could have been better
 - c. Finance: Lee / Emily
 - i. MDARD reimbursed us for last grant report expenses
 - 1. About \$2k
 - ii. Bank account sitting at about \$24k
 - 1. Funds should be increasing with member renewals this month
 - d. Research / Education: Michael Moyer
 - i. Establishing collaboration with VESTA
 - 1. Beginning today
 - 2. Two new courses for the LMC program
 - ii. Attending meetings regarding the MWC Talent Pipeline/4-H Viticulture Club project
 - iii. Keeping an eye on apprenticeship and internship opportunities
 - 1. Beneficial for students of LMC and those entering into the Michigan wine industry
 - iv. New enologist with the LMC program
 - 1. Tim Godfrey
 - a. From Washington wine industry
 - b. Lots of cider experience
 - c. Bringing a lot of technical experience to the program
 - e. Sustainability: Sidney Finan and Maxwell Eichberg
 - i. Things moving forward with adopting the NY Sustainability Standards Workbook for Michigan growers (<https://newyorkwines.org/vinebalance-2022-version-2-released/>)
 - 1. Will adapt with MI extension specialists to model for Michigan wine grapes
 - a. Adjustments will be minimal
 - 2. Developed with LIVE and Oregon's experience but adapted for East Coast/cooler climate vineyards
 - a. Have invested about \$100k/year of state funding into the development
 - 3. Looking to pilot in 2023
 - a. Aggressive timeline
 - 4. Really positive for MI & NY collaborations

- 5. May be good outlet to collaborate with Dirt to Glass event
 - f. Inclusion and Expansion Committee – Charles / Emily
 - i. Brian Lillie; Brian Hosmer/Chateau Chantal collaborating with Peter King/Drew Ryan on fundraising wine to benefit scholarship program
 - 1. “The Dream” wine label
 - 2. Group tasting being scheduled to decide upon final blend for the wine
 - a. Once we decide upon this we can move onto COLA/TTB approval to move forward with launch
 - ii. Housed the Harvest Kickoff Tasting with Amoritas at House of Pure Vin in this committee
 - 1. Thursday September 8th from 6-8
 - 2. Goal to schedule these tastings regularly at House of Pure Vin and ensure new producers and labels constantly being funneled through the store
 - g. Membership Committee: Kim Zacharias
 - i. MWC MEMBERHSIPS RENEW SEPTEMBER 15: most memberships will renew automatically; some invoices will need to be manually generated
- 5) Other Business:
 - a. CBC Update with Jenelle
 - i. Research Grant RFP is OPEN!
 - 1. <https://www.michigan.gov/mdard/business-development/grantfund/michigan-craft-beverage-council-research-grants>
 - ii. NEW Qualified Distiller Program. Reach out to Jenelle with questions
 - 1. <https://www.michigan.gov/mdard/business-development/qualified-small-distiller-certificate>
 - b. Esmaeil MSU Extension Update (if applicable)
- 6) Public Comments:
 - a. Executive Committee discuss producing the Judgement of Michigan/Wine Competition details
 - i. Would like to increase interaction with lawmakers/government/Lansing
 - 1. i.e. Governor’s Cup
 - ii. Will be surveying the membership on priorities
- 7) Next meeting: October 4 @ 10 am
- 8) Adjourn