

Michigan Wine Collaborative
Conference Call Agenda for Tuesday, November 9th , 2021 at 10:00 am.

1) Call to Order

2) Approval of minutes from September 7th,2021 meeting.

APPROVED

3) Executive Committee Report:

a. Annual Meeting –

i. Committee Chair reports – 2 slides each

1. One slide on accomplishments, one slide on goals for next year
2. Have to Emily by first week in January

ii. Special session - Gina

1. Morgan McLaughlin (OR) and Kyle Pallischek (FLX)
 - a. Would like to get representation from Ontario as well
2. Learn what is working for them as fellow emerging wine regions and what could work for Michigan

iii. Board openings -

iv. Gina Shay becomes President

1. Brian Lillie running for VP
 - a. Additional candidates welcome to join in the running

4) Committee reports:

a. Marketing: Brian Lillie

i. SCBG Grant status

1. Working on satisfying requirements for our application
 - a. USDA requested clarifications on some items in our application proposal
 - i. Working with our grant writer and our potential project partners to achieve this
2. Awarding deadline pushed back to January
 - a. Timeline totally changed
 - i. We were hoping to launch something for MI Wine Month but that seems unlikely with the deadline push
 1. Looking at late summer/early fall for a launch if awarded
3. Seeking additional financial partners to assist with roll out of the brand media and marketing

b. Grants / Funding: Gina

i. MI Wine Showcase 2022 – report

1. Having conversations about when and where and how that should happen
2. Secured insurance policy for events
3. Working on sourcing medals for the Judgement winners
 - a. Supply chain issues

ii. Vintage MI update

1. Needs a website revamp & consumer event plans

- 2. New members trickling in monthly
 - iii. PA 232 meetings, 2022 – Dave
 - 1. Signatures which represent at least 51% of the growers must be collected to move forward and begin discussions towards a referendum (which Collaborative would have to pay for)
 - a. Hopefully can begin meeting again this winter
 - b. Could be a source of funds for research and growers
 - iv. Sponsorships
 - 1. Working on creating invoices manually for our sponsors
 - a. Wild Apricot recently sold and some infrastructure changed which complicated accounting process
- c. Finance: Lee / Emily
- i. \$43,500~ in the bank account
 - 1. Sponsorships have helped our bank account greatly
 - ii. Working on updating Quickbooks to bring current
 - iii. Work on getting committee budgets together ahead of annual meeting
 - 1. Submit by first week in January
- d. Research / Education: Tom Petzold
- i. Recruit new Committee Chair, Tom is stepping down
 - 1. Lots of qualified individuals but few with the time to commit
 - a. Seeking a younger generation to step up
 - ii. Schedule meeting with MSU
 - 1. Need to maintain connections from the top to extension
 - 2. Create relationship between new R/E Chair
 - iii. Jenelle Jagmin-
 - 1. CBC engage with MWC on R&E and Sustainability committees. Develop closer working relationship with MWC
 - a. Waste water a big topic
 - 2. We should encourage Jenelle to attend our board meetings and present for the CBC
 - a. May spur some additional conversations among the industry
 - 3. Consider providing space for Jenelle to present at O&V Show on behalf of CBC
- iv. O&V – 18-19 Jan 2022
- 1. Solidifying schedule – So Far planned:
 - a. Spotted Lanternfly session
 - b. 4H/Project GREEN Session
 - c. P45 Sessions – Petnat, Organic Pesticides & Wine Tasting
 - d. In the works: Risk Mgmt and NAP Insurance; MSU Lab reports
 - 2. Save the Date will be distributed in the next day or so from MSU
 - 3. Letter to vendors will be out in the next week
 - a. Evaluating rates currently
 - b. MWC should send listing of vendors to Jenn at the NWResearch Station
 - 4. MWC consider hosting a luncheon on day 2 (~\$2000-\$3000) and securing a suite for a networking reception on evening of Day 1

- a. Lee will see if BSF and other wineries are interested in hosting; Tom P will check into costs.
 - b. MWC did this the last O&V Show
 - v. MI Horticultural Society requested Esmail to coordinate and moderate GLEXPO Grape Sessions
 - 1. Get support for him from MI Grape Society and the SW Research Station
 - e. Sustainability: Josh
 - i. Working on LIVE certifications
 - 1. Will update
 - ii. Need to circle back to labeling vote on Basecamp
 - f. Inclusion and Expansion Committee – Charles / Emily
 - i. Outreach in Detroit
 - 1. Providing support to new wine brands
 - 2. Creating connections with growers
 - ii. Open your eyes to Access Inclusion training focusing on Illness, Disability and Aging
 - 1. Emily from Amoritas leading this initiative
 - iii. Creating database of wine professionals
 - 1. GRNoir leading this initiative
 - iv. 4H/Project GREEN VITICULTURE
 - 1. Working with partners; Pingree Farms and Detroit Vineyards
 - v. Tom Petzold working on how to increase inclusion for our migrant farmworkers and Hispanic members of the industry
- 5) Other Business:
- a. Orchard & Vineyard Show
 - i. Consider lodging arrangements for guests, members, and speakers
 - 1. Renting condos vs rooms/suites
 - a. Keeping everything at the resort may simplify things
 - ii. Hospitality Suite
 - 1. Bowers Harbor typically reserved the Hospitality Suite in the past (don't expect in 2022)
 - a. Consider hosting on behalf of the Collaborative or a collection of wineries (Black Star Farms interested in participating)
 - iii. Room Blocks
 - 1. Information not yet available
 - 2. MWC will communicate that information as it becomes available
 - b. Welcome Maxx and Sidney from Stranger Wine Co and Randall Coates from Wine 4 Da Ppl and the Judgement of Michigan
 - i. Randall very excited to become a part of the organization and working more closely with Michigan wine
- 6) Public Comments:
- 7) Next meeting: Annual Meeting at Northwest Orchard and Vineyard Show, January 18 – 19, 2022.
Annual Meeting date and time 1/19 2:30 PM
- 8) Adjourn