

Michigan Wine Collaborative

Monthly board meeting

Conference Call Minutes for Tuesday, November 1, 2022 at 10am

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

APPROVED

- 3) Executive Committee Report:
 - i. Recruiting now for Michigan Governor's Cup committee
 1. Michigan Wine Collaborative membership is a requirement for committee involvement
 - a. Either as a voting member or an individual member
 - ii. Utilizing the Beverage Institute in Chicago
 1. Relieves pressure and labor on the Collaborative
 2. Scores wines
 - a. Can also opt to take advantage of POS resources in an upgraded package
 3. Cost effective
 - iii. Host award ceremony in Lansing with Governor presenting the awards (cups)
 1. Creates relationship(s) with Lansing (legislature)
 2. Increased press/media interest
 3. Noted that in the past a similar event was hosted and was poorly attended by actual representatives
 - a. Would need to ensure attendance by our desired guest list; especially the Governor
 - b. Other states offer tickets to the public for revenue
 - i. i.e. NY, VA
 1. Will look to these states for guidance in planning and executing
 - iv. Shooting for May 2023 (Michigan Wine Month)
 - v. Tie in Annual Meeting to Governor's Cup event
 1. Give people 2 events to travel for (to Lansing)
- 4) Committee reports:
 - a. Marketing: Brian Lillie
 - i. Preparing soft launch for the Taste Michigan
 1. About the 3rd week in November
 2. Materials include ads, social media, and website
 - ii. Full launch scheduled for mid April in preparation for MI Wine Month
 - b. Grants / Funding: Gina Shay
 - i. Behind on membership renewals and sponsorships that renewed 9/15/22; must be done manually. Emily contacting members now.
 - ii. Brian Lillie MDARD grant update
 - iii. Submitted small grant to CBC to help fund marketing efforts

1. Expecting to hear back in January
 - c. Finance: Lee / Emily
 - i. About \$23k in the bank
 - ii. Waiting on grant reimbursements
 1. Also have some things out for the next grant reporting
 - iii. Once we manually update sponsorship contracts we should see additionally revenue (About \$10k)
 - d. Research / Education: Michael Moyer
 - i. Collaborating with Esmaeil on Orchard and Vineyard Show organizing (1/17/2023-1/18/2023)
 1. First day featuring viticulture topics and second day is enology
 - ii. Staying involved as much as possible with the 4-H Project
 - iii. LMC featuring new partnership with VESTA
 1. Including new courses for the Wine Technology degree
 - iv. Looking at ways to increase educational opportunities for people currently in the industry and also not in the industry
 - e. Sustainability: Sidney Finan and Maxwell Eichberg
 - i. Workbook has received approval
 - f. Inclusion and Expansion Committee: Charles / Emily
 - i. Continuing work on fundraiser wine (The Dream; collaboration wine with Chateau Chantal and Drew Ryan Wines)
 1. Organizing panel tasting to decide on final blend
 2. Working on COLA details for labeling
 - a. Commitments from Total Wine
 3. Will fund scholarship program
 4. Working to increase collaboration with other MWC wineries
 - a. Left Foot Charley has expressed interest in the project
 - ii. Would like to explore expanding our committees to include a Hospitality Committee
 1. Work to include more restaurant groups and hotels in MWC membership
 2. Have received a good amount of interest from servers and bartenders in the Detroit area
 3. Education would be a priority of the committee
 - a. To increase awareness and knowledge of Michigan wine among hospitality staff
 4. Might be worth exploring the Nerd & Nosh set up
 - a. Seminars, webinars, educational sessions, networking sessions, etc.
 - g. Membership Committee: Kim Zacharias?
- 5) Other Business:
- a. CBC Update with Jenelle
 - b. Esmaeil MSU Extension Update (if applicable)
 - i. Tom Petzold updating for Esmaeil
 1. Fruit Council having meeting today
 2. Esmaeil working on Cold Hardy study utilizing sensors in vineyards

- a. Will be speaking on preliminary results at the Orchard & Vineyard Show
- b. Cold Hardiness serious topic among Michigan vineyards
- 3. Exploring selling fruit from Research Center to fund maintenance projects
- 4. Applied for grant to fund MSUE educational responsibilities in collaboration with SW Research Station
 - a. Statewide benefit

6) Public Comments:

a. MSU Updates

- i. MSU has new leadership
 - 1. Might consider reaching out to congratulate, introduce, create line of communication
 - a. https://www.canr.msu.edu/people/kelly_millenbah
https://www.canr.msu.edu/people/hannah-burrack?roleURL=hannah-burrack?language_id=
- ii. Project Green Grant Proposals due in January (Usually first week in January)
 - 1. Priorities now live
 - a. Education, Grants/Funding, and Sustainability to explore opportunities
- iii. Dr. Chou Update
 - 1. Monitored Cold Hardiness sensors recently
 - 2. New version of software recently updated (1.2)
 - a. Who is using it?
 - i. If no one is using it MSU will possibly cease offering the service; Important that people are using the software
 - ii. Seeking commitment to be able to continue working on this project and updating software
 - iii. MWC to send email blasts and promote the project (website, newsletter, etc) for increased participation
 - 1. Consider collaborating with MSU marketing to combine efforts and get the word out
 - a. Innovation center is working on some marketing signals and materials
 - 2. Explore grant dollars to work on marketing efforts
 - 3. Collaboration with cherries and blueberries
 - iv. Fee scale not yet established
 - 1. MWC should be in conversation on fee scale
 - a. MWC is a partner in this project and has priority in decisions
 - 3. Will be applying for additional grant opportunity
 - a. Seeking MWC support
- iv. If you happen to have winemaker or grower contacts who may be interested in getting involved please invite to join MWC OR attend meetings to feel out what we are working on
- v. Executive Committee will be attending summit to create 5/10/15 year plans and increase value of the Collaborative

- 7) Next meeting: December 6 @ 10 am
- 8) Adjourn