

Michigan Wine Collaborative

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

- 1) Call to Order
- 2) Approval of Annual Meeting Minutes

APPROVED

- 3) Executive Committee Report:
 - a. Judgement of Michigan on hold
 - i. Staffing issues at LMC
 1. Should be ironed out for a 2023 JOM event
 2. Need to expand volunteer base
 - ii. 2 week deadline to explore alternative options
 - b. Working towards 2022 Judgement of Michigan showcase events
 - i. Detroit
 - ii. Grand Rapids
 - iii. Nerd & Nosh replicas
 - c. Hired accountant to assist with MWC finances
 - d. Board member involvement on committees
 - i. Please reach out to Gina to let her know which committees you will be participating on in 2022
 - e. Bob Utter to represent Cold Hardy Support throughout committees
 - i. To ensure satisfactory representation in MWC and throughout industry
 - ii. Particularly hybrid focus but also cold hardy vinifera
 1. Consider developing a range of temperature requirements for a definition of cold hardy varieties
 - f. Vintage Michigan management
 - i. Need volunteer(s) to assist in leading this program throughout 2022
 1. Ed Peabody volunteered
- 4) Committee reports:
 - a. Marketing: Brian Lillie
 - i. SCBG Grant status (Awarded Nov 2021-Sept 2023)
 1. Officially signed with Factory Detroit to begin creating unified brand image for Michigan wine
 2. Research beginning this week on Michigan wine industry
 - a. If interested in participating more intimately in research reach out to committee
 - i. Sidney Finan interested in being interviewed by Factory Detroit
 - b. General Michigan wine industry will be contacted for input
 3. Campaign will launch Michigan wine month 2023
 4. Goal to maintain grape sales in Michigan
 - a. Possibly increase sales
 - ii. Michigan Wine Month plans
 1. Social Media campaigns

- a. Looking for donations for sweepstakes (Reach out to Emily or Brian with donations)
 - i. To award best slogan for Michigan Wine Month 2022
 - ii. Top 3 entries would be awarded gift cards or experiences from wineries
 - iii. Goal is to get MI wine trending on social media
 - iii. Brian Lillie is liaison for WineAmerica
 - 1. Priority on changing labeling laws for wineries
 - a. Ingredients and warning requirements
 - b. Legislation for self service machines
 - i. Illegal for patrons to serve themselves
 - ii. Bill on floor to change that
- b. Grants / Funding: Gina Shay
 - i. Following up with sponsorships
 - 1. Previous sponsors to renew
 - 2. New sponsorship opportunities
 - ii. Exploring potential Corporate relationships (Especially in Detroit)
 - 1. Sports Teams
 - 2. Big 3
- c. Finance: Lee / Emily
 - i. New Accountant
 - ii. Huntington line of credit for the grant
 - 1. SCBG is reimbursement based
 - 2. To supplement our modest budget and be able to fund the grant in a sustainable manner
 - iii. I-9s for contractors
 - 1. Emily and Iza
- d. Research / Education: Michael Moyer
 - i. Current projects
 - 1. 4-h Viticulture Project/MWC Talent Pipeline
 - ii. PA 232
 - 1. Meeting Friday with MDARD to discuss status
 - 2. Split support on this initiative
 - a. Concerned we may not have enough support throughout the state
 - i. If we do not have the proper support this could be detrimental to the organization
 - b. Messaging has been interpreted as this being a funding project for MSU and research initiatives
 - i. Goal is to help fund the industry
 - 3. Increase of excise tax as an alternative
 - a. Gallo tax can be beneficial for sustainable industry growth
 - b. Wholesalers would be opposed
 - 4. Good idea to work with other commodity groups with PA 232 programs to get insight into how to make this successful for grapes
 - iii. VESTA/LMC Collaboration
 - 1. Lots of opportunities with the VESTA program

2. Interested in combining resources to increase efficiency of LMC program
 3. Recently met with Michelle Norgren (VESTA leadership) to discuss incorporating VESTA courses with LMC curriculum
 4. Valuable for talent development and wine and viticulture education in the state
- e. Sustainability: Josh Morgan
- i. New GLSWA logo
 1. For media purposes
 - a. Social media
 - b. Branding
 2. For labeling
 - a. Simple and concise for limited space available on wine labels
 3. Will upload both designs to Basecamp
 - ii. Hand off committee to Stranger Wine Co (Sidney & Maxx)
 1. Collaborating with LIVE
 2. Increase incentive based certifications for wineries/growers
 3. Reach out if interested in contributing
 - iii. Josh will be contributing to Waste Water projects
 - iv. Need to develop regular meeting schedule
 1. Connect with former chairs
 - a. To continue work already started
 - v. Software for sustainability
 1. Karen Chou has worked with LIVE on this project
 - a. Developing risk assessment
 2. App and Website is now live (Pesticide Management Program)
 - a. Tool to assist with vineyard sustainability, vineyard tracking, and pesticide/chemical assessments for vineyards
 3. Funding provided by state
 - a. Seeking continued funding
- f. Inclusion and Expansion Committee – Charles / Emily
- i. Collecting information for the MI Black Wine Professionals Database
 1. Shatawn Brigham developed this project
 - ii. Working with 4-H Viticulture/MWC Talent Pipeline project
 - iii. Lisa Lyon would like to be involved on this committee
- g. Membership Committee: Kim Zacharias
- i. Kim taking over Membership Committee this month
 1. First report due for our May meeting
 2. Reach out if interested in volunteering on this committee
 3. We should be hosting additional hospitality suite/networking events
 - a. Work towards funding to allocate for these events
 - i. By expanding the MWC membership

5) Other Business:

- a. CBC Update with Jenelle
 - i. CBC awarded 13 research grants last month
 1. \$335,000 to beer, wine, and cider research projects

- ii. CBC awarded a SCBG to develop grower database for hops, apples, grapes, botanicals, stone fruits
 - iii. April 13th next CBC meeting
 - 1. Should have some interesting updates for our May meeting
 - iv. Value added grant opportunities now open
 - 1. Great for equipment or value added processing purposes
 - v. Thank you to Brian Lesperance for his service on the inaugural Craft Beverage Council
 - b. Esmail MSU Extension Update
 - i. Received 2 grant awards from CBC
 - 1. Cold Hardiness Project
 - a. Beginning March 25
 - b. Installing 20 weather stations among sampling sites in NW and SW
 - i. Collect environmental data
 - ii. Correlation between growing degree days and environmental data with maximum cold hardiness during dormant season
 - 2. Educational Project
 - a. Statewide viticultural educational program
 - i. Hoping to work with new extension specialist
 - 3. Over 10 applicants for SW Viticulture specialist
 - a. Selected 5 to interview over Zoom
 - b. Final interviews to be in person
- 6) Public Comments:
- 7) Next meeting: May 3rd at 10am
- 8) Adjourn