

Michigan Wine Collaborative

Monthly board meeting

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

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

APPROVED- MOTION BRIAN LILLIE, 2ND ED PEABODY

- 3) Executive Committee Report:
 - i. November retreat with facilitator report (short-term and long-term goals for MWC; sustainable funding; mission)
 1. Facilitator from NCM (Britney Vanderbeek)
 - a. Kept the group on track and moderate the discussion
 - b. Worked with us to create plans and goals for 2023 and beyond
 - ii. Recruiting now for Michigan Governor's Cup committee
 1. Tom Smith and Maxx Eichberg.
 - a. Need to increase committee size to begin working on project
 - b. Maxx has discussed with The Beverage Institute on how to model this event after the recent NY tasting
 2. Venue for awards ceremony – important to secure date and place ASAP
 3. Looking to MI Wine Month
 - a. 3rd week in May
 - b. Will begin scheduling meetings soon
 - c. Venue to be in Lansing
 - i. Matt Moersch would offer wedding site for venue if located in SW MI
 1. Concerned that travel will inconvenience Governor and legislators
 - ii. Lansing in central location for media, press, industry, consumers, etc
 - iii. Explore Henry Center on MSU campus
 4. Utilize Beverage Institute for judging/assessing wines
 - a. Option to access POS/Trade materials to market wines
- 4) Committee reports:
 - a. Marketing: Brian Lillie
 - i. Taste Michigan update
 1. Launched prior to Thanksgiving (Soft launch)
 - a. Main campaign launches in April
 2. Emily managing social media
 - a. So far brand being warmly accepted
 - ii. Recently applied for small CBC grant to aid in marketing projects
 - b. Grants / Funding: Gina Shay
 - i. Lisa Lyon – Meijer update (PowerPoint donation/sponsorship ask)
 - c. Finance: Lee / Emily

- i. Renewals are chugging along—thanks, Emily!
 - 1. Working on updating sponsorships next
 - ii. \$24.5k in the bank now
 - 1. Just received the most recent SCBG reimbursement (~\$500)
 - a. Next reimbursement will be in May
 - iii. Treasurer seat will be up for election in 2023; Lee Lutes has generously filled this position for 7 years. If you are interested, please throw your hat in the ring to start becoming part of the 2023 budgeting/funding conversation.
- d. Research / Education: Michael Moyer
 - i. Working with planning committee for 2023 Dirt to Glass Conference
 - ii. Discussing ways to collaborate with Mike Reinke
 - iii. Looking forward to 2023 to bring committee back to business
 - 1. Has been in holding pattern waiting for news regarding future of committees
- e. Sustainability: Sidney Finan and Maxx Eichberg
 - i. Official approval from NY Grape and Wine Council to use Vine Balance workbook
 - 1. Worked with LIVE and Extension Specialists to formulate sustainability best practices
 - 2. Next steps to chip away at logistics
 - a. Program going through MWC exclusively may be a conflict of interest with growers who are not a part of MWC
 - 3. Meeting with Chris Sarah of LIVE to discuss moving forward
 - a. Willing to inquire about hosting a larger Zoom meeting with a group of interested parties
 - 4. Planning on survey/litmus test to engage industry
 - a. Will be reaching out to growers to participate in pilot program
 - i. Looking to launch in 2024
 - ii. MI Grape Society, P45
 - ii. Would like to increase involvement among Sustainability committee members and meeting attendance
 - 1. Follow along on Basecamp for group and meeting updates
 - 2. Tentatively planned for the week prior to the Board Meeting
 - iii. GLSWA
 - 1. Ways to work this into the Vine Balance work book project
 - a. Concerns with how broad the name is
 - i. Indicates larger region than Michigan
 - 1. Original goal was to create network to protect the entire Great Lakes environment
 - 2. Aim to be a marketing tool for MWC
 - a. To show consumers sustainability is a priority in Michigan wine
- f. Inclusion and Expansion Committee: Charles / Emily
 - i. The Dream tasting panel at House of Pure Vin
 - 1. Wine collaboration project between Drew Ryan and Chateau Chantal
 - 2. ~10 person panel to decide final blend of the wine
 - 3. 60% Pinot Blanc 10% Auxerrois finished with Gewurtz and hybrid blend
 - 4. Release time winter 2023
 - 5. Working with retailers to secure placements

- a. Meijer and Total Wine locked in
 - b. Possibly interest from Plum Market
 - g. Membership Committee
 - i. RECRUITING FOR MEMBERSHIP CHAIR NOW. Responsibilities include use of Wild Apricot membership database software to occasionally generate reports, follow up on memberships, occasionally generate invoices, approve new memberships. Ideally, would also recruit within the industry for new members when time allows and work with Marketing Committee on social media/email membership drives.
- 5) Other Business:
 - a. CBC Update with Jenelle
 - b. Esmaeil MSU Extension Update
 - i. Almost completed with Orchard and Vineyard agenda
 - 1. MI Grape Society collaborating on speakers
 - a. Working with them and Mike Moyer to unite NW and SW on topics and program
 - 2. Need sponsor for luncheon still
 - a. \$1000-\$2000 to sponsor the luncheon
 - i. MWC to consider with budget discussion within Executive Committee meeting
 - ii. Agritourism Conference planned for 2023 in Traverse City
 - 1. Will update with new information following upcoming meeting
 - c. Karen Chou – Letters of support from MWC have been sent; January webinar tutorial @ MWC for interested parties that would like to try the app for the 2023 season; tutorial presentation and Q&A at SW Hort Days Feb 1 & 2
 - i. If interested in testing the app reach out to us or Dr. Chou
- 6) Public Comments:
- 7) Next meeting: Jan 3, 2023 @ 10 am
- 8) Adjourn