



Conference Call Meeting Minutes for Tuesday September 4, 2018

- 1) Call to Order:
 - a. **Motion to bring meeting to order: Miller.**
- 2) Roll Call
 - a. Board Present: Miller, Moersch, Lesperance, Shay, Briggs, Youngblood, Petzold, Cooper, Kownacki, Morgan. Public Present: Courtney for Smith, Dockery, Bush, Christoff.
 - b. Board Absent: Excused: Lutes. Unexcused: Nitz, Anthony, Hosmer, .
- 3) Approval of minutes from August 7, 2018 meeting
 - a. **Motion to approve the August 7, 2018 minutes: Lesperance, Second: Shay. Motion passed.**
- 4) Committee reports:
 - a. MGWIC Programs transition committee (ad-hoc)
 - i. Josh Morgan (chair), Jess Youngblood, Rick Cooper, Gina Shay, Blake Kownacki, Emily Dockery
 1. Morgan: The date of the initial meeting is TBD. Bush: Would like to be involved in the process.
 - b. Membership: Shay
 - i. We had a meeting in Kalamazoo on August 28th about incorporating the Vintage Michigan program with the MWC membership benefits. See attached summary.
 - c. Communications: Lesperance
 - i. It was discussed merging the Membership Committee with the Communications Committee and adding an IT Sub-Committee headed by Lesperance.
 - ii. **Motion to merge the Membership Committee with the Communications Committee: Shay. Second: Youngblood. Motion passed.**
 - d. Grants / Funding / Legislation:
 - i. Grant Report from Emily Dockery:
 1. Dockery: Not much to report. See attached Report.
 - ii. Specialty Crop Block Grant - Miller
 1. Follow-up on suggested grant for 2019 - 20 cycle - seek funding to support MGWIC program transitioning and development of other promo events that also generate revenue for MWC.
 - a. Miller: We need to start the Grant writing process.



- e. Research / Education: Petzold
 - i. Petzold: There are two positions available at the SWMREC station. We need to email MSU and remind them of our intentions to be involved with the Selection Committee as we were with the NW Station position. See attached Committee Report.
 - f. Finance:
 - i. Budget update
 - 1. Miller for Lutes: Nothing new to report.
 - g. Sustainability:
 - i. Moersch: Update is on BaseCamp. We will have the label requirements by the next meeting and the Executive Board will vote on the requirements.
 - h. Cold Climate:
 - i. Youngblood: No meeting last month. After harvest, she will have an update.
- 5) Other Business:
- a. Lesperance: What are the purposes of BaseCamp and Wild Apricot? Which is to be used by the board and committees and which for the general public? We need to create some type of structure. The Membership Committee will take a look at it and make suggestions.
- 6) Next meeting / conference call: Tuesday, November 6th at 10:00am. There will be NO meeting in October.
- 7) Adjourn:
- a. **Motion to adjourn Miller, Second: Lesperance. Adjourned 10:53 am.**



Membership Committee Meeting 8/28/18 @ 9 am, Kalamazoo, MI

In attendance: Karel Bush, Greg Christoff, Emily Dockery, Brian Lesperance, Jessica Youngblood, Gina Shay

Membership snapshot: GOAL 200 members by October 15, 2019.

Currently 113 members, 8 in last 30 days. 42 Wineries, 14 Vineyards, 7 tourism/retail/restaurant, 11 supplier/vendors, 6 student/educator/govt, 5 key employees of voting members, 20 individuals/consumers, 8 affiliate members. Long way to go, but Vintage Michigan will put us well over our goal for our current specialty crop block grant.

- **Membership/Communications committee merge – Discussed and approved by all in attendance at 8/28/18 meeting; board vote for approval**
- **Pro-rated memberships starting June 2018 (rated quarterly: any membership dues received June-September @ 50%, October-December @ 25%; all renew Dec 31 @ 100%). This seemed to encourage a several people to renew/join, so please keep spreading the word!**

Vintage Michigan

- **PASSED! SEE BELOW FOR COMPLETE DETAILS ON NEXT STEPS MEETING. GREG CHRISTOFF WILL POST A SEPARATE SUMMARY OF THIS MEETING AND OUR PROPOSAL TO THE BOARD FOR NEXT STEPS.**

Creative Programs 2018-19

- **Coravin/Repour Wine Saver BTG on-premise program**

Plan: Do a small pilot program with 2-3 restaurants in key metro areas (Detroit, Lansing {maybe Soup Spoon Café}, + one more); get candid feedback from restaurateurs/somms before rolling out statewide and make sure restaurants have information on where consumers can buy the wines from the wine list. Ideally it would be with Coravin wine savers, but Gina has a contact at Repour and will see if that's a good (definitely less expensive) route.

- **Restaurant recognition program – Gold, Silver, Bronze**

Find out more about the Great Lakes Grown restaurant recognition program through MDARD to see if we can tie into the existing program. Great way to get exposure for smaller wineries that don't necessarily qualify for larger distribution/export opportunities like the Chicago NRA show.

- **Producer/retailer/wholesaler/restaurant/somm summit**

To coincide with MWC annual meeting/VESTA conference June 3-9, 2019, in Traverse City, with a ticketed consumer tasting component.

- **Judgment of Detroit (and/or other metropolitan areas)**

Make this an event that involves somms/chefs in the planning and allows consumers to attend/taste via tickets. Involve Detroit somms who are already behind MI wine (Madeline, Claudia, Mick, Justin, Paul H., + more if needed). Only wineries who are MWC members can showcase their wines. Make this one of several consumer-facing ticketed events.



Additional items for discussion:

- **On boarding – Basecamp Boot Camp & Wild Apricot Boot Camp** quarterly so that members understand how to use our technology to their benefit. We will work closely with the Communications Committee to ensure that those sites in addition to our website are updated with relevant information and events. (Maybe a rudimentary set of instructions can go out with the welcome packets and then we can send a follow-up welcome email with same instructions and invitation to attend an intro boot camp.) **STILL IN PROGRESS; NOT DISCUSSED THIS MEETING.** We've started sending more detailed welcome emails to new members so that they understand how to use Basecamp (if they are participating on committee(s)) and Wild Apricot to update their profile, find event listings, search the member database.
- **MWC annual meeting for 2019:** Discussed and agreed that it should coincide with VESTA meeting June 3-9, 2019, in Traverse City.

Recurring meeting date

- **4th Tuesday of each month at 9 am** (now on Basecamp calendar). Next meeting is September 24 at 9 a.m. Exception: meeting has been moved to December 18 instead of December 25, 2018.

VINTAGE MICHIGAN TRANSITION– Meeting Notes *Summary report and proposal posted separately to Basecamp by Greg Christoff*****

1. **Transition communication:** MGWIC will send big email/mail letting consumer members know; brief, positive message; ask members to add michiganwinecollaborative.com to their address book/safe senders.
2. **VM will change to consumer brand of the MWC and the MWC will be the industry brand;** this becomes MWC consumer membership.
3. **Website transition - \$5,000 gift from MGWIC will help**
 - a. **DEADLINE** Wild Apricot needs to be upgraded to handle 5000+ people
 - b. **VM page will be embedded in MWC site;** redirect will be from michiganwines.com. MWC site will have to have e-commerce to sign up page & modify site navigation. On home page: "Are you a consumer?"
 - c. **MWC will ask Change Media for a quote to make these changes and also change our existing consumer membership product to Vintage Michigan.** *What is their scope of work and when can they have it done?*
 - d. **After 8/31, Karel will have a better idea of how to transfer the Vintage Michigan trademark.** Acceptable use, or full transition, and which includes the transfer of the domains. Domains and trademark are a package deal.
 - e. **Social media is something MWC could develop because Vintage MI doesn't have its own social media, nor is there a social media trademark/ownership with the state.**
 - f. **MWC needs to shrink the size of the homepage to make it faster and more user-friendly because of the increased traffic**
 - g. **Can acceptable use policy include an email address from Vintage Michigan so that consumers aren't suspicious of something not coming from the name they're familiar with?**
4. **Annual renewals vs. initial \$25 memberships:** If we go to annual renewals for all, existing members could be grandfathered for renewal at \$10 or \$15/year because we don't have to send out welcome packet or swag or take staff time.



5. **MEMBERSHIP CARDS:** Can we get a barcode that people can download on their phones for the benefits
 - a. Karel will get us the use of the Vintage Michigan card (where? How? how often? Traveling? corner store? in their own region? Do they come to events?)
 - b. Possible levels of benefits (lifetime-here's your discount vs annual renewal-here's your discount plus events plus "elite" communication Vintage MI+ 😊)
 - c. **GIFT MEMBERSHIP:** small percentage; how can we increase this? Increased it significantly when one year MGWIC used an inexpensive FB ad.
 - d. Should we invest in a best-of-breed email marketing service to ensure that we're delivering efficiently and well to 5,000 members (i.e. MailChimp, or Constant Contact, etc.)? How robust is WildApricot's email service? Ideally, Wild Apricot will be the email service and shopping cart since we already have it. Don't want to take a step backwards on deliverability. Current emails come from mdamichiganwines@michigan.gov, so we may lose some that block/spam filters michiganwinecollaborative.com. Currently a government email address vs. a .com; ask to add new domain/address to their address book. We need to check history of opens/click-through; current rate is great. Members are definitely engaged.
6. **Point of view for the board; proposal of what it will look like – Greg will do this by Thursday 8/30**
 - a. Currently goal is just to move from Point A to Point B; entire transition doesn't have to be completed by October or January.
 - b. Communication should start coming from the Collaborative after Karel's notification email to participants and members
7. **CURRENT PARTICIPATING BUSINESSES (54 wineries—maybe already overlap):** Do they have to be MWC members to continue to participate? Currently keep status quo.
 - a. Karel will draft this email to participating businesses as well and send it to Greg to work on as well.
 - b. *Participants currently have access to the entire consumer database for marketing* They don't often ask for it; if they do, it's mostly retailers, not necessarily wineries. This could be an additional value for participants if we decide to market that piece alone
8. **FREE GIFT for new VM memberships:** Karel is giving us 230 Michigan Wines wine keys with foil cutters for our free gift for the foreseeable future
9. **HOOR MAGAZINE IS TAKING OVER MICHIGAN WINE COUNTRY MAGAZINE AND MICHIGAN WINE COUNTRY BRAND.** Vintage Michigan members have historically received it as part of their membership. Hour will continue to request that database and is willing to send that out as part of their distribution and will send it; MWC will pay only for the distribution (postage from the printer to the recipients). They will figure out pricing for us and per Karel it will be very economical.
10. **MICHIGAN WINES CARDS:** Get some printed up. Cheap way to encourage the restaurant program.



Grants / Legislation / Funding Committee Report

September 4th, 2018

- Suggestion is made to seek new Specialty Crop Block Grant to develop programs to promote Michigan wines. The programs would include Vintage Michigan and the Michigan Wine Competition. Heather Fortin was contacted but has moved from the area and no longer writes grant proposals. Emily Dockery has a friend interested in grant writing who we hope to work with.
- The PA 232 document that was developed by the PA 232 committee has been finalized and uploaded to the MWC website and Basecamp. Please share freely as this is an important project to generate revenue for our industry.

Respectfully submitted

Dave Miller

August 31, 2018



Research & Education Committee Report

Date: 1 September 2018

The following items were of most significance since the last board meeting:

- 1. Meeting of the R/E Committee to be scheduled in the coming two weeks. Agenda to be posted. Main task: set priority for limited funding of “emergency” research projects. Conference call via Zoom. Busy period but necessity demands our limited time from folks from across the state.**
- 2. Transition funding: Doug Buhler, MSU – AgBio Research Dir, contacted us to say that they would find ways to fund the most important projects while the wine/grape industry was getting reorganized and better funded. We responded with appreciation and noting that the MWC was working towards self-funding – free from political whims – and giving the industry independence in finding research.**
- 3. The MSU/Ext (NWM) hosted “International Symposium on New Cultivars for Disease Resistance and Increased Sustainability” on 29 Aug was excellent. The professors from universities in Udine (N Italy) and Naples (S Italy) presented information which was groundbreaking. Leading edge research into new varieties which are Powdery and Downy Mildew resistant – and cold hardy! We will work to get the presentations available on the MWC website. (See point 5 below.) Attendance included some growers/winemakers from Ohio, SW MI and Tip of the Mit.**
- 4. Please note: Mi-CAST = Michigan Certified Alcohol Service Training is a program, which was strongly supported by the MGWIC, but would be one of the orphans in the transition to the CBC. I propose that the MWC accept this request to organize the training each year, if possible at three locations - NW, SW and SE. In all the recent discussions on the “transition” period, this seems to be left out.**
- 5. Research Papers – Web Links: We are looking into how to get a link established on the MWC website (R/E Committee) for research projects throughout the country and abroad.**
- 6. Reminder - The annual NW MI Orchard & Vineyard Show will be expanded for the wine industry to 2 days this coming year. It will be held at the Grand Traverse Resort in Traverse City.**

Further details are available from the BaseCamp – R/E Committee Project list with discussions.

VR

Tom Petzold