

# Michigan Wine Collaborative

## Monthly board meeting

Conference Call Minutes for Tuesday, January 10, 2023 at 10am

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

Brian Lillie motion, Ed Peabody second

- 3) Executive Committee Report:
  - a. Fundraising Drive Jan 2023 – WE NEED YOUR HELP!
    - i. Please submit 5 contacts (company name, contact name, email address and/or phone number). Warm leads 15x5 for Emily to contact in January.
      1. Most non profit boards feature responsibility of board members to assist with fundraising tasks
    - ii. Implementing ideas from our summit in November
      1. Constructing new job description/outline for Executive Director
      2. Intending to prepare to increase staffing
        - a. Executive Director to focus on funding
        - b. Administrative Assistant for basic admin
  - b. Recruiting now for Michigan Governor's Cup committee (Currently Tom Smith, Maxx Eichberg, Chris Southern, Patrick Spensley and Gina Shay)
    - i. Set a meeting date for the following ASAP:
      1. Securing a venue, date and time in Lansing, Michigan ASAP; ideally in the 3<sup>rd</sup> week of May to align with Michigan Wine Month and the rollout of the Taste Michigan branding campaign.
      2. Applying for time on the Governor's schedule
      3. Committing to a competition through Beverage Testing Institute; securing competition deadlines and communicating to MWC membership.
      4. Discussing Governor's Case sales options with MLCC to find out if MWC can collect a finder's fee for leads that can be tracked as coming directly from our website or social media
- 4) Committee reports:
  - a. Marketing: Brian Lillie
    - i. Taste Michigan update
      1. Discussing merchandise decisions
        - a. Working with MDARD to figure out how to distribute merchandise per grant requirements
      2. Discussing collaboration options with tourism groups (DMOs)
        - a. Reinforce our campaign dollars
      3. Several interviews on this project has taken place
        - a. Word is getting out
      4. Consider requesting proclamation from governor now

5. Goal of campaign is to appeal to new consumers of Michigan wine (in state and nationally)
    - a. Campaign focused on Detroit and Grand Rapids markets
    - b. We are constructed by grant terms
      - i. Goal to enhance competitiveness of a specialty crop (grapes)
        1. Maintain/sustain grape sale demands
        2. Campaign featured to promote cold climate/cold hardy grapes
          - a. Cool is Hot
            - i. Keep this piece under wraps for now
  6. Likely to overlap with The Dream project
  - ii. The Dream update (concurrent with Inclusion/Expansion update)
    1. Please share materials on your social media to promote this project
      - a. Strategizing social media plan now
    2. Wine will be bottled this week
    3. Looking to launch in February
  - iii. Michigan Wine Month
    1. Gina will reach out early to the governor to request proclamation
    2. Cool is Hot launching for Michigan Wine Month
      - a. Largest campaign MWC will have launched
        - i. Shows value to our members and the industry
      - b. Work together to promote
        - i. Social media especially
  - iv. HOUR Food & Wine Show
    1. Participated in this event in August
      - a. Formed an agreement with HOUR to settle for an advertising credit of 10k due to MWC dissatisfaction with the event
        - i. This credit will serve to reach new members and promote Taste Michigan
- b. Grants / Funding: Gina Shay
  - i. Grant: Next reimbursement will be in May
  - ii. Sponsorship/Membership/Donor Drive 2023
    1. In addition to sending 5 leads for Emily to follow up on, please use the attached email template, media kit, and sponsorship levels documents to send to 5 more people in a position to sponsor, and please make it a habit! One of the signatures of a healthy non-profit is that all board members take ownership of fundraising.
      - a. Media kit covers 2022 achievements and plans for 2023
      - b. Sponsorship level document outlines benefits of each opportunity
  - iii. Lisa Lyon – Meijer update (PowerPoint donation/sponsorship ask)
    1. Working on this presentation to entice Meijer into a MWC sponsorship
- c. Finance: Lee / Emily
  - i. Financial report
    1. Cash flow is a significant issue currently
    2. We are at a critical point financially

3. Will soon be considering using our line of credit for some cushion until we can request reimbursement from the grant
4. The board should be diligent about budget requests and fundraising efforts
5. Events being timed to ensure cash flow all year long
  - a. Begin producing Gov Cup in order to start collecting early bird fees, sponsorships, etc
6. Tom Petzold would like to reach out to O&V show organizers to explain our situation and why we will not be sponsoring this year
  - a. Gina has communicated these issues to the admins
  - b. Tom would like to inform the larger community (Fruit Council)
  - c. MWC was also asked to provide speakers or sessions
    - i. Karen Chou was proposed but she has already presented on the ag app project at O&V
    - ii. There will be a panel featuring MWC board members
- d. Research / Education: Michael Moyer
- e. Sustainability: Sidney Finan and Maxx Eichberg
  - i. Not many new developments on the sustainability certification project
    1. Will be requesting participants for the pilot program
  - ii. Working with Dr. Chou on increasing MWC member testers for the app
    1. Webinar will be hosted later this month to go over app details and feature a Q&A session
      - a. Preview of presentation at SW MI Hort Days
    2. She will also be at O&V available for overview and questions
  - iii. Considering title of the Vine Balance workbook Michigan edition
- f. Inclusion and Expansion Committee: Charles / Emily
  - i. Working on The Dream launch and roll out
  - ii. 4-H MWC Talent Pipeline extension grant
    1. MWC supplied support letters for the Project Green request
      - a. Also supported projects from Esmaeil and Tim Miles
  - iii. Chuck working to appeal to sponsors in downtown Detroit including restaurants, hospitality, and community foundations
- g. Membership Committee
  - i. RECRUITING FOR MEMBERSHIP CO-CHAIR NOW. Chuck Jackson Jr. has generously offered to co-chair this committee. 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. These tasks can be divided.

## 5) Other Business:

- a. CBC Update with Jenelle
  - i. Next council meeting on January 25th in Grand Rapids
    1. Voting on research projects
  - ii. Craft Beverage Month
    1. November

- 2. Message was asking consumers to choose MI craft beverages for holiday gifting and events
    - 3. Incredible website traffic in November
      - a. Quadruple their highest traffic month previously
  - iii. SCBG to build Grower Database
    - 1. Now live
    - 2. Any farm selling specialty crops for craft beverage producers can be listed
      - a. Requesting farmers to participate
      - b. Approaching Brewers Guild, O&V show attendees, etc
  - iv. Qualified Distillers Program
    - 1. Developing supply chain and opportunities for those distilling
    - 2. Applications opening May/June
  - v. USDA Grape Acreage Survey
    - 1. Last survey by CBC happened in 2020
    - 2. MI CBC looking to take on updated survey project
    - 3. WineAmerica's survey numbers very underestimated
  - vi. MI CBC sponsoring O&V show this year
    - 1. \$1000 sponsorship 2<sup>nd</sup> day
- b. Esmail MSU Extension Update / **Northwest Orchard and Vineyard Show Jan 17-18**
- c. Dr. Karen Chou – Sustainable Ag App update: January webinar tutorial January 24<sup>th</sup>/practice session for **SW Hort Days February 1&2**

6) Public Comments:

7) Next meeting: Feb 7, 2023 @ 10 am

8) Adjourn