

Michigan Wine Collaborative

Monthly board meeting

Conference Call Minutes for Tuesday, March 7, 2023 at 10am

- 1) Call to Order / Roll Call

10 board members in attendance at 10:05

25 attendees in total

- 2) Approval of February Meeting Minutes – n/a no February meeting held due to lack of quorum

FIRST BRIAN LILLIE APPROVED; SECOND ED PEABODY

- 3) Executive Committee Report:

- a. Thank you, Lee Lutes – Treasurer Position 2016-2023
 - i. Grateful for Lee's service!
- b. Welcome, Peter King – Acting Treasurer 2023-
 - i. Peter works as accountant in his day job
- c. Fundraising Drive Jan 2023 – WE NEED YOUR HELP!
 - i. We asked for contacts and 5 board members responded. We raised almost \$20k! Let's keep the momentum going. Requests will come from Emily, not the board or board members.
 1. 16% Increase in membership; 13% increase in sponsorships in the first two months of the year
 - ii. Please help up spread the word by suggesting memberships and sponsorships within your circles
 1. You are welcome to send that message or to forward contacts to Emily for MWC to reach out
- d. Governor's Cup
 - i. Competition deadline was Friday, March 3. We received 299 entries from 46 wineries. GAME ON!
 1. Great for our first year
 2. Lots of feedback from the press and from wineries (including non member wineries)
 3. Results will be provided by May 31st to MWC
 - a. Some communications suggested July but that was a placeholder date
 - ii. Gala dinner/awards ceremony on Night 1, public wine showcase/tasting Night 2; tentative date June 28-29 at the Lansing Center. Finalizing details now.
 1. Working with Lansing Center for our venue
 - a. Hotel attached
 - iii. MWC annual meeting
 1. End of June, following the Governor's Cup events
 2. **Board seats available**
 - a. **Start recruiting for those now**

- b. Emily will get out a listing of available seats and those up for re-election along with annual meeting packet in April
 - iv. Committee meets every other Friday
 - 1. Next meeting 3/10 9am

4) Committee reports:

- a. Marketing: Brian Lillie
 - i. Taste Michigan update
 - 1. Circulating Taste Michigan digital assets now
 - a. Please share and promote
 - 2. MI Wine Month campaign will be released in April
 - ii. The Dream update
 - iii. Michigan Wine Month
 - iv. Committee meeting this week to continue Taste Michigan marketing strategy
- b. Grants / Funding: Gina Shay
 - i. Grant: Next reimbursement will be in May
 - ii. Sponsorship/Membership/Donor Drive 2023
 - 1. Please help in any way you can. Reach out to people who should join the MWC, ask for scholarship donations if you're comfortable (or even if you're uncomfortable...life begins at the end of your comfort zone).
 - iii. Lisa Lyon – Meijer update (PowerPoint donation/sponsorship ask)
 - iv. Added posthumous donation clause on our website
- c. Finance: Lee / Peter / Emily
 - i. Financial report
 - 1. \$19k in the bank
 - a. Recent expenditure to Factory Detroit of over \$5k
 - i. Reimbursement in May
 - ii. Peter meeting with Lee to complete transfer of Treasurer position
- d. Research / Education: Michael Moyer
 - i. COVID has had an impact on progress for some activities in committee
 - ii. Working with VESTA
 - 1. LMC now hosting courses from VESTA
 - a. Students required to take 2 courses
 - i. Marketing and Business concepts
 - iii. NMC expanding options for enology and viticulture education
 - 1. Mike will be reaching out to explore strategy/plan
 - iv. Please remember the R/E committee for research project/grant support letters
 - v. Would like to start incorporating MI-Cast into curriculum
- e. Sustainability: Sidney Finan and Maxx Eichberg
 - i. Currently working on finishing up Vine Balance workbook launch
 - 1. Communicating with LIVE to explore accreditation
 - ii. Working on recruitment for pilot program
 - 1. Reach out if interested or forward contacts to Sidney to be included
 - iii. Dr. Chou had some successful presentations for the app pilot program which resulted in 20 sign ups for participants
 - iv. No updates on sub AVA application
 - 1. Holding pattern with TTB currently
- f. Inclusion and Expansion Committee: Charles / Emily

- i. The Dream launch
 - 1. Really successful events in Grand Rapids (GRNoir), Detroit (House of Pure Vin), and Auburn Hills (Michigan by the Bottle)
 - a. Social media coverage
 - b. Donations and new members
 - c. Looking to host or participate in more events
 - 2. Chuck is already working on The Dream 2.0
 - ii. I/E scholarship donations: \$520 over the last two months
 - 1. Result of The DREAM wine collaboration launch
 - iii. Project GREEN update
 - 1. Working on 2023 meeting schedule
 - a. Will update next month on schedule with invitation to get involved
 - 2. Volunteers working to maintain vineyards at Pingree
 - 3. Drew Ryan also has vineyards available to host a club
 - iv. Committee meets the 2nd Monday of each month at 6pm
 - g. Membership Committee
 - i. Chuck Jackson, Toya Flint, and Katti Talaski will be developing a “Why Join MWC?” strategy
 - 1. Toya has volunteered to help with this committee
 - a. Located in Metro Detroit
 - b. Beginning wine journey with MWC
 - 2. Katti Talaski also has reached out to help with this initiative
 - a. Marketing background
 - i. Will be working with MWC on messaging for membership drive
 - ii. Entire board is needed to help this committee recruit members
 - iii. Explore how MWC can host or participate in more meet and greet events
 - 1. Drew Ryan happy to work with event planning for wine and music donation needs
 - a. Need to be careful with licensing and venues
- 5) Other Business:
 - a. CBC Update with Jenelle
 - i. Next meeting next Monday
 - 1. Following meeting in April
 - ii. Co-Hosted event at New Holland with Pure Michigan Business Connect for Distilling Grains
 - 1. Discussed supply chain challenges
 - 2. Possibility to replicate with wine industry
 - iii. Jenelle will be leading panel at Governor’s Tourism Conference
 - 1. To expand and sustain tourism surrounding wine industry
 - 2. Aid in story telling of craft beverages
 - a. Patrick Brys is also on the panel
- 6) Public Comments:
- 7) Next meeting: April 4, 2023 @ 10 am
 - a. Links on Basecamp, Wild Apricot, and MWC website
- 8) Adjourn