

2021 Annual Meeting Minutes

January 21, 2021

- 1) Meeting called to order [Dave Miller, President]
- 2) Establishment of a quorum [Brian Lesperance, Secretary]
- 3) *The members present at any properly announced meeting shall constitute a quorum (MWC Bylaws, Section 4)*
- 4) Reading of Notice of Meeting:
- 5) **Notice of Annual Meeting:** *Join us as we update the MWC membership on our 2020 accomplishments, our 2021 goals, and voting members will be invited to participate in the 2021 board & bylaws election! The MWC Annual Meeting will be held virtually, at*
 - i. 10:00 am January 21, 2021
- 6) *We have planned this event as part of the Northwest Orchard and Vineyard Show. An agenda and call details will be coming out soon. We will elect new board members and vote on proposed changes to our Bylaws as well as hear reports from each of our committee chairs about progress in the previous year and plans for the year ahead. Plan to join us! Specifics for the meeting agenda and call-in info will be available soon. (Sent to the membership January 5th, 2020.)*
- 7) Report of Officers
 - a) 2020 Overview
 - i) Challenging year
 - (1) COVID-19 Upended a lot
 - (2) Worked to increase communications from state level to consumer
 - ii) Continuing to evolve the organization
 - (1) Surveying membership on priorities
 - (a) Focus our energy in those places
 - iii) Gina Shay became Vice President
 - iv) Bylaws were adjusted
 - v) Committed to accommodating passions and ideas of members
 - vi) Formed Inclusion & Expansion Committee
 - (1) To provide support to underserved communities

- (2) Expand the industry
- b) Administration streamlining
 - i) Regular meetings
- c) Membership Update (105 Active)
 - i) Consistent growth in membership
 - ii) Confident in our position especially once we get through the COVID crisis
 - iii) 52 Paid Winery memberships, 16 Paid Voting, 2 Non Voting, 10 Reciprocal
 - (1) Vintage MI members not included
- 8) Report of Committees
 - a) Grants & Funding
 - i) Dave Miller Chaired most of 2020
 - (1) Gina Shay took over mid 2020 and developed Sponsorship Program
 - ii) Organized session at 2020 NW Orchard & Vineyard Show
 - (1) Explore VA's practice of excise tax benefiting the wine industry
 - (a) Collected on wines produced in VA returned to industry for marketing/promotion
 - (2) Explored PA 232 programs from other commodity groups
 - (a) Doug Buhler discussed how MSU leveraged these funds
 - (3) PA 232
 - (a) Signatures submitted and accepted by MDARD
 - (b) Halted due to COVID
 - (4) Began exploring planning a Legislative Action Day in Lansing
 - (a) Halted due to COVID
 - (5) 2021 Initiatives
 - (a) Sponsorship program

(i) Reaching out to members as well as sectors benefiting from MI wine sales

(ii) 2021 Goal of \$50k

1. At about \$11k

2. Gold Sponsors

a. GLWAS

3. Silver

a. Prestige

4. Bronze

a. RND

b. Brick Packaging

5. Continuing to circulate sponsorship information to get closer to our 50k goal

a. Reach out to Gina Shay if you know someone who may be interested in sponsoring MWC.

b. Info can also be found on the MWC website

i. Sponsorship tab

b) Finance Committee (Lee Lutes)

i) 2020 was a challenge

ii) Maintained working budget

(1) Controlled costs when possible

(2) Not over committing

(3) Very intentional with funding we have available

(a) Expenditures that benefit industry

(b) The board was realized the challenge in obtaining, circulating, and maintaining funds

iii) Secured non-profit status

iv) Worked with accountant

(1) To maintain finances

v) Worked through SCBG reporting process

(1) All reimbursements to MSU have been made from 2017 SCBG expenses

vi) 2021 Initiatives

(1) Increased sponsorship dollars

(2) Ensure transparent finances

(3) Working communication with committees

(4) Maintain organization going forward

(a) Keeping the boat afloat

(5) Great possibilities on the horizon moving forward

vii) 2021 Budget

(1) \$50k Budget

(a) 4k Escrow

(b) 22k Executive Director

(c) 15k Promotion, Marketing, Events, etc

(d) 4k Administration

(e) 5k Research & Education

(i) To match funds with CBC and Project GREEN funds

c) Membership & Communication (Gina Shay & Brian Lillie)

i) In the process of splitting this committee into Membership and Marketing & Communications

(1) Brian Lillie will be chairing Marketing & Communications

ii) COVID affected Membership & Communication committee activities

(1) Participated in as many virtual events as we could

(a) #OpenLocalWine

(i) Partnered with Cork Report

(ii) Raised about 40k through local winery sales

(iii) Next event on April 10th

1. Please consider participating

(b) #PinkSociety

(c) BevFluence

(i) Sent out MI wines across the country to influencers to share, post, write, etc

(d) IFTWA Webinar

(i) Resulted in lots of social media posts and print and digital articles

(e) Great solutions for a year when we could not connect in person due to COVID

(2) Separated Vintage Michigan Wine Club to focus strictly on consumers and sharing our member winery products, deals, and events

(a) Increased events in the future

(i) Continue with virtual events

(3) Brian took over for MI Wine Month

(a) Coordinated #MIWineMonthChallenge

(i) Industry banded together with MI Restaurant and Lodging Association

1. MLRA created foundation for hospitality workers

2. MWC coordinated fundraiser to go towards this fund

a. Member wineries donated experiences people then bid on

(b) Retail Partnerships

(i) Met with retailers to implore them to support MI wines during MI wine month and digital advertising considerations

(4) Separation of committees

- (a) Membership will focus on membership expansion and maintenance
- (b) Marketing and Communications will work on promotional efforts and communication among the industry
- (c) Both committees are recruiting for members

(5) Initiatives for 2021

- (a) Working to secure 2021 SCBG
- (b) Grow our engagement with industry partners
- (c) Encourage more regional wineries to get involved with MWC projects
- (d) Collaborate with the new Inclusion & Expansion committee
- (e) Create innovative marketing campaigns to increase the image of MI wine and thus demand

d) Inclusion & Expansion (Chuck Jackson Jr, Emily Dockery)

- i) Emily Dockery driving force behind this committee
- ii) Committee created June 2020 to provide representation and advocacy to underserved people and as a way to get them engaged in the MI wine industry
- iii) George Walker III original chair
 - (1) Big emphasis on making wine accessible
- iv) Initial founding expanded membership and provided additional value to the MWC membership in general
 - (1) Lots of new representation from BIPOC individuals in MI who want to be engaged in the industry from vine to glass
- v) Produced open letter to the industry as a call to action to do more
- vi) Fundraising effort to establish Educational Fund

- (1) Year 1 will fund 1 or more BIPOC students to complete level 2 WSET or 1st year of VESTA

vii) Promoted committee and increased marketing

- (1) Cover article in MI Uncorked
- (2) Working with Music in the Bottle podcast for MI wine series
- (3) Vintage Michigan Sweater Weather campaign
 - (a) Tips to use when visiting the tasting rooms or vineyards during COVID
 - (b) Featured diverse models

viii) 2021 Initiatives

- (1) Fund Educational Fund and Mentorship Program
 - (a) Feed into recruitment pipeline
- (2) Expand the MWC membership
 - (a) Create a more diverse membership to reflect what we want the industry to look like
- (3) Produce inclusive marketing
- (4) Collaboration with all of the MWC Committees to combine resources and increase sustainability

e) Research & Education (Tom Petzold)

i) Extension support

- (1) Aided in candidate search for Viticulture specialist
 - (a) Welcomed Esmaeil Nasrollahiazar to NW station
 - (i) Began last July
 - (ii) Applied for 3 grants for MI grapes
 - 1. Work on model creation
 - (b) Katherine East no longer at SW station

ii) Worked to ensure funding for projects and Grape Team

(1) 9 ish members across MSU

(2) Facilitated relationships between growers and research

(3) Working with Dr. Chou

(a) Creating mobile app for pesticide use assistance and recording

(4) Met with Senator Peters

(a) Labor was a major issue discussed

iii) PA 232

(1) Major task for this committee

(2) Continue to brainstorm

iv) 4H Pilot Program

(1) Students learning about viticulture and ag careers

v) 2021 Initiatives

(1) Build database for members on MWC website

(2) Inclusion & Expansion Committee

(a) Work to include laborers in representation

(3) Any questions should go to Tom Petzold at any time

f) Cold Climate Committee

i) Working with MSUE to implement 4H Viticulture Club

(1) 8-12 Graders

(2) Working to take statewide, and then national

(3) COVID postponed a lot for this project

(a) Emily Dockery producing video content

(b) Cristin Hosmer working on curriculum

(c) Kelly Christianson working as intern

- (4) Excited to begin year 2
 - ii) Attended Cold Climate Conference in MN before COVID crisis
 - (1) This year's event virtual
 - (2) 8 representative from Committee
 - iii) Participated in focus group for USDA SCRI grant
 - (1) 3.1 million dollar grant
 - (2) Focused on regionally adapted grapes
 - iv) 2021 Initiatives
 - (1) Promote research and development into new cold hardy grape varities
 - (2) Support education and apprenticeship programs
 - (3) Resume committee meetings
 - (4) Organize webinars or events featuring on cold climate topics for reduced fee or possibly free
- g) Sustainability (Josh Morgan)
 - i) Working to complete labeling for vineyard GLSWA certification
 - ii) Working with Dr. Chou and Research/Education on pesticide app
 - iii) 2021 Initiatives
 - (1) Finalize labeling requirements for vineyard certification
- 9) Presentation of 2021 MWC Election Ballot- Board of Directors and membership/bylaws change proposals (E-vote following the meeting*) (Brian Lesperance)
 - a) Voting conducted on Wild Apricot
 - i) Voting members should have received ballot in their email
 - b) Re-election and Open Seats
 - i) Gina Shay- Supplier/Vendor
 - ii) Josh Morgan- NW Winey

iii) OPEN NW WINERY & WINERY (OTHER REGION)

(1) If you have ability and are willing please consider participation or nominations for open seats

(a) If you can't serve as a board member consider committee volunteering or independent projects

iv) VOTING ENDS 1/23

c) Bylaw Proposal

i) Terms and Succession

(1) Important to establish in order to ensure fluidity across the board

(2) 2 year advancement program in Executive Board

(a) Encourages increased diverse change from the top

10) Unfinished business

a) MIOSHA Ambassador program

i) MIOSHA reviewing workplace for COVID regulations

(1) More wineries offering this certification could increase tasting room traffic

ii) Will be email blasting to the membership and include on website

11) Adjourn

MEETING RECORDING: <https://1drv.ms/u/s!AunZejl0sRUQg2BfeM7GFMkbiyPw?e=pJPo5G>