

MWC Annual Meeting Minutes

1. Meeting called to order [Dave Miller, President]
2. Establishment of a quorum [Brian Lesperance, Secretary]

The members present at any properly announced meeting shall constitute a quorum (MWC Bylaws, Section 4)

3. Reading of Notice of Meeting:

Notice of Annual Meeting: *The MWC Election and Annual Meeting will take place during the 2022 Orchard & Vineyard Show in Traverse City, January 18th-19th. Our meeting will be on January 19th at 2:30 pm. We encourage all members to attend the conference and the Annual Meeting, however, remote participation options will be available.*

We have some open board seats, executive positions, and committee chair posts available for dedicated MWC members looking to get involved.

OPEN BOARD SEATS 2022

GRAPE GROWER (OUTSIDE OF SW & NW MICHIGAN)- OPEN AVAILABILITY!!!

WINERY (OUTSIDE OF SW & NW MICHIGAN)- **CANDIDATE: PETER KING OF DREW RYAN WINES**

SW GRAPE GROWER- **CANDIDATE: BY SIDNEY FINAN OF STRANGER WINE CO**

BOARD SEATS UP FOR RE-ELECTION (These CAN be contested if you are interested in running for any of the seats below)

NW WINERY (CURRENTLY HELD BY LEE LUTES OF BLACK STAR FARMS)- **NO OPPOSITION CURRENTLY**

SE WINERY (CURRENTLY HELD BY BOB UTTER OF FLYING OTTER WINERY)- **NO OPPOSITION CURRENTLY**

NW GRAPE GROWER (CURRENTLY HELD BY TOM PETZOLD OF TEN HANDS VINEYARDS)- **NO OPPOSITION CURRENTLY**

SW GRAPE GROWER (CURRENTLY HELD BY TODD ROBBINS OF MODALES WINES)- **OPPOSED BY SIDNEY FINAN OF STRANGER WINE CO**

TOURISM (CURRENTLY HELD BY ED PEABODY OF HOUR DETROIT/MICHIGAN WINE COUNTRY)- **NO OPPOSITION CURRENTLY**

EXECUTIVE POSITIONS AVAILABLE

VICE PRESIDENT- **CANDIDATE: BRIAN LILLIE OF CHATEAU CHANTAL**

TREASURER (UP FOR RE-ELECTION; HELD BY LEE LUTES)- **NO OPPOSITION CURRENTLY**

COMMITTEE CHAIR POSITIONS

MEMBERSHIP COMMITTEE

We will be promoting the full line up of candidates and ballot initiatives soon. Keep an eye out in your email and on social media for more information.

4. Report of Officers
 1. Industry Support Efforts
 1. Continued the 4H Viticulture Club projects
 1. Southeast Michigan
 2. Expansion to the rest of the state
 2. Promotional Efforts
 1. Produced inaugural Judgement of Michigan
 1. With Lake Michigan College

3. Marketing Efforts
 1. Awarded 2021 Specialty Crop Block Grant
 1. To build unified brand image for the entire Michigan wine industry
4. Connect
 1. Focusing on retailers, restaurants, and hospitality for increased membership and collaboration
 1. Especially in Southeast Michigan
5. Membership Status
 1. Slight decrease in 2021
 2. 118 total members
 1. Vineyards & Wineries: 52 members
 2. Other Voting Memberships: 15 members
 3. Non Voting Memberships: 27 members
 4. Reciprocal Memberships: 24 members
5. Report of Committees
 1. Grants and Funding- Gina Shay
 1. 2021 Achievements
 1. Recruited record number of general sponsorships (Totaling \$11,500)
 1. Great Lakes Wine & Spirits
 2. Prestige Glassware
 3. Welch's
 4. RNDC
 5. Brick Packaging
 2. Funded the Judgement of Michigan event
 1. Through restructured entry fees
 2. Independent sponsorships (Totaling \$13,500)
 1. Harvest Solar
 2. Tonnellerie Cadus
 3. SW MI Tourist Council
 4. Michigan Grape Society
 5. St. Julian
 6. Moersch Hospitality
 3. Aided Marketing and Communications Committee with their SCBG application
 1. Secured insurance
 3. 2022 Initiatives
 1. Produce 2-3 successful JOM Gold/Double Gold Michigan Wine Showcases
 2. Grow the MWC sponsorships
 3. Expand revenue by exploring grant opportunities
 4. Connect with retailers, restaurants, and hospitality for membership and networking opportunities

2. Finance- Lee Lutes

1. 2021 Achievements

1. Established Quickbooks, Insurance, and Huntington line of credit for our SCBG award
2. Maintained consistent balance in bank accounts
3. Assisted with Grants & Funding sponsorships

2. 2022 Initiatives

1. Continue to maintain MWC finances and Quickbooks
2. Secure additional sponsorship opportunities
3. Discuss committee budgets and allocate funds
4. Solidify revenue sources and reporting calendar for 2022

3. 2022 Budget

1. \$52K

1. Escrow: \$2k
2. Executive Director: \$28k
3. Promotion, Marketing, & Events: \$10k
4. Administration: \$6k
5. Committee Project: \$6k

3. Marketing and Communications-Brian Lillie

1. 2021 Achievements

1. Participation in social media marketing projects
 1. #openlocalwine, #pinksociety
 2. Judgement of Michigan
 3. Media articles and podcasts
2. Awarded 2021 SCBG
 1. To build cohesive brand image for a united Michigan wine industry
3. Coordinated social media and in house design of Michigan wine month materials

2. 2022 Initiatives

1. Work with Factory Detroit on SCBG branding project
2. Encourage more regional wineries to join MWC and working on projects
3. Collaborate with MWC Committees
 1. Inclusion & Expansion
 1. Marketing initiatives
 2. Grants & Funding
 1. Fundraising priorities
4. Create and promote marketing campaigns

3. Growers Survey

1. To stay aligned with SCBG requirements we will be surveying growers regarding grape sales

4. Inclusion & Expansion

1. 2021 Achievements
 1. Expanded the committee and MWC membership
 2. Collaborated with the 4H Viticulture project
 1. Increase vineyard space and access in SE Michigan
 3. Created materials to further increase inclusion within the industry
 1. Mentorship program
 2. Black Wine Professionals Database
 3. Accessibility Education
2. 2022 Initiatives
 1. Funding
 1. Seek out grant opportunities and sponsors
 2. Expand the MWC membership
 1. Appeal to BIPOC, LATINX, Women, LGBTQ+, and those living with disabilities
 3. Include more diverse and curated media partners
 4. Network in the city of Detroit and SE MI
 1. To invite talent into the Michigan wine industry
5. Research & Education
 1. 2021 Achievements
 1. Collaboration
 1. 2021 NW Orchard & Vineyard Show
 2. Vineyard research at NW Station
 3. With MSU Extension SW for Viticulture Educator
 2. Support
 1. Discussions on CBC Funding priorities and decision models
 2. Letters of support for Research Grant Proposals
 3. MSU Vine Fungus Resistance Projects
 3. Education & Apprenticeships
 1. 4H/Project GREEN Grant
 2. Planning for future Enology/Viticulture programs
 3. Working with MSU, LMC, and NMC
 2. 2022 Initiatives
 1. Collaborate & Support
 1. The SW & NW centers to the SW & NW Centers to maintain Zoom & Live education sessions with growers/winemakers. Support renewed activities, whenever possible, by the "Grape Team"
 2. Maintain & Improve
 1. established collaboration relationships with the Craft Beverage Council for research, education prioritization, and funding. Encourage "cross-region" exchange for Michigan's growing regions.
 3. Education

1. through support of events and programs at NW & SW Research Centers and the work with new NWC president for new Wine Industry Initiatives.
 4. Communication & Networking
 1. via increased input from growers & wineries and improve MWC website resources.
6. Sustainability
 1. 2021 Achievements
 1. Passed and approved GLSWA label rules and regulations
 2. Continued developing future of GLSWA by networking with similar programs
 2. 2022 Initiatives
 1. Market & Promote official GLSWA labeling program
 2. Expand committee to better represent MI vineyards and growers
 3. Continue working with other sustainability programs
6. Presentation of 2022 MWC Election Ballot- Board of Directors and membership/bylaws change proposals (E-vote following the meeting*)
7. Unfinished business
8. Adjourn