

2023 MWC Annual Meeting Minutes

1. Meeting called to order [Gina Shay, 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 Michigan Wine Collaborative Election and Annual Meeting will take place during the 2023 Michigan Governor's Cup Events in Lansing, June 28-29th. Our meeting will be on June 29th at 10a.m. We encourage all members to attend the first annual Governor's Cup Events and the MWC 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 2023

NW Winery Seat- **CANDIDATES WELCOMED**

SW Winery Seat- Andrew Backlin of Modales Winery- **NO OPPOSITION CURRENTLY**

Retail/Restaurant- Tamela Todd of T&T Sip n Read- **NO OPPOSITION CURRENTLY**

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

SW WINERY (CURRENTLY HELD BY MATT MOERSCH OF ROUND BARN, TABOR HILL, & FREE RUN CELLARS)- **NO OPPOSITION CURRENTLY**

SW WINERY (CURRENTLY HELD BY BRIAN LESPERANCE OF FENN VALLEY VINEYARDS & WINERY)- **NO OPPOSITION CURRENTLY**

NW WINERY (CURRENTLY HELD BY BRIAN LILLIE OF CHATEAU CHANTAL)- **NO OPPOSITION CURRENTLY**

EXECUTIVE POSITIONS AVAILABLE

TREASURER- **CANDIDATE: PETER KING OF DREW RYAN WINERY**

SECRETARY (UP FOR RE-ELECTION; HELD BY BRIAN LESPERANCE)- **NO OPPOSITION CURRENTLY**

COMMITTEE CHAIR POSITIONS

MEMBERSHIP COMMITTEE

GRANTS & FUNDING

BYLAWS PROPOSALS

HONORARY NON-VOTING LEGAL BOARD SEAT

HONORARY NON-VOTING IT SEAT

HONORARY NON-VOTING FINANCIAL STRATEGY SEAT

MISSION STATEMENT CHANGE

RAISING ANNUAL DUES

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. Approval of May's Meeting Minutes

APPROVED

5. Report of Officers

(1) MWC worked to serve the membership in 2022

(i) Industry Support Efforts

- a. Built up 4-H Viticulture Club/MWC Talent Pipeline project
 - b. Hosted webinars for industry
 - c. Facilitated Sustainability progress via VineBalance workbook & MSU Vineyard App
- (ii) Promotional & Marketing Efforts
 - a. Worked with Factory Detroit to create a statewide Michigan wine brand, Taste Michigan
 - b. Participated in the 2022 HOUR Food & Wine Show
 - c. provided opportunities for our member wineries to promote their brands digitally and in person
- (iii) Partnerships
 - a. Solidified partnerships with Certified American Grown's Field to Vase Dinner
 - b. Hudson Group's new Ink by Hudson store at the Grand Rapids Airport
- (iv) Inclusion & Expansion Efforts
 - a. Provided resources for The DREAM wine collaboration to thrive
 - b. Worked towards launching the IE Educational Fund
 - c. Established the Michigan Black Wine Professional Network
- (2) MWC Membership Growth
 - (a) MWC Paid Dues by Year
 - (i) 2019 \$20k
 - (ii) 2020 \$22k
 - (iii) 2021 \$19k
 - (iv) 2022 \$23k
 - (b) Membership Levels
 - (i) 81 Winery/Vineyard Members
 - (ii) 21 Other Voting Members
 - (iii) 36 Non Voting Members
 - (iv) 11 Sponsors
 - (v) 38 Reciprocal Members (Free)

6. Report of Committees

- 1. Grants & Funding (Gina Shay)
 - 1. 2022 Accomplishments
 - 1. Fundraising
 - 1. Completed and executed strategy for fundraising through membership and sponsorship drives and events.
 - 2. MWC enjoyed adding 35 new members, 11 new sponsors
 - 3. Planning for increased revenue through the 2023 MI Governor's Cup event
 - 2. Grant Administration

1. Assisted the Taste Michigan team by administering, managing, and monitoring our 2021 Specialty Crop Block Grant
3. Brand Investment
 1. Quantifiable raising of awareness of Michigan wines through Taste Michigan rebranding and Vintage Michigan (VM) marketing efforts: VM recurring annual memberships up 600% since launch of Taste Michigan and Cool Is Hot campaigns + Michigan Wine Month
2. 2023 Goals
 1. Make Governor's Cup an annual event to bring industry together to celebrate and increase awareness to the legislation increase awareness of Michigan wines to public and industry outside of Michigan with extensive press coverage
 2. Fundraising through events (tickets and sponsorships): Potential all-wine trail event Fall 2023; goal is 3 events per year.
 3. Successful grant applications including 2024-26 Marketing Grant to support momentum of Taste Michigan and Cool Is Hot and obtain Sustainability Certification grant to validate our sustainability program and cover printing and administration costs
 4. Increase Revenue and funding to cover MWC programs and administration
2. Finance (Peter King III)
 1. 2022 Accomplishments
 1. Oversaw general expenditures as well as spending relevant to our Specialty Crop Block Grant Award including establishing a line of credit
 2. Monitored Quickbooks, Huntington account balances, and administration subscriptions
 3. Transitioned Treasurer and Finance Committee duties, accounts, and administrative permissions to Peter King of Drew Ryan Wines.
 2. 2023 Goals
 1. Set up recurring and non recurring payments to contractors/vendors via e-payments using QuickBooks.
 2. Continue consistent monitoring of MWC accounts and reconciling and managing Quickbooks
 3. Maintain up to date revenue/expense records (including invoices and receipts)
 4. Ensure proper tax records and filing for 2023 and submission of 1099s for contractors
3. Marketing & Communications (Brian Lillie)
 1. 2022 Accomplishments

1. Promoted Michigan wine via online and in person events including the MI Wine Month "You Name It" Contest, the HOUR Food + Wine Show, #PinkSociety, and the Field to Vase Dinner
 2. Represented the Michigan wine industry and the MWC membership by contributing to media opportunities via local and national publications, marketing projects, and advertising
 3. Produced a successful branding and marketing campaign with Factory Detroit to develop the Taste Michigan brand including social media presence, website, billboards, radio spots, print and digital advertising, and more
2. 2022 Growers Survey
 1. Requesting grape data in order to comply with SCBG requirements
 2. Deadline is July 20th
 3. Link to survey in this presentation and will also be in the upcoming MWC newsletter and separate email blasts
3. 2023 Goals
 1. Complete reporting for the 2021 Specialty Crop Block Grant and review impact of the Taste Michigan brand and campaigns
 2. Collaborate with MWC membership to provide value added opportunities to use Taste Michigan and Cool Is Hot branding in an effort to highlight their business
 3. Build stronger statewide awareness of the Taste Michigan brand by encouraging retailers to be a part of the message
 4. Promote Michigan wine and the Michigan Wine Collaborative achievements & initiatives
4. Inclusion & Expansion (Chuck Jackson)
 1. 2022 Accomplishments
 1. The DREAM wine collaboration through curating a team to create the blend and branding for the wine as well as coordinated marketing and funding procedures for proceeds to go towards the MWC IE Scholarships
 2. Collaborated with the 4H Viticulture Project in order to launch educational vineyards and opportunities related to grape growing in Southeast Michigan. Also, worked with the Judgement of Michigan committee to source and vet judges for the evaluation
 3. Created the plans for the 2023 MWC Inclusion & Expansion Educational Fund procedures to award the first installment of scholarships
 2. 2023 Goals
 1. Increase funding and contribution sources for the MWC IE Educational Fund and award additional scholarships
 2. Expand networks to collaborate with like minded organizations to combine resources towards a more inclusive wine industry locally

and nationally and increase talent pools available to the Michigan wine industry

3. Complete work to create The DREAM 2.0 wine as well as marketing and fundraising plans to make the wine even more successful than the original and move on to plans for The DREAM 3.0
4. Collaborate with the MWC Membership Committee to increase membership for the MWC and Vintage Michigan and work to include more BIPOC, LATINX, Women, LGBTQ+, and those living with different abilities
5. Research & Education (Mike Moyer)
 1. 2022 Accomplishments
 1. Collaboration with VESTA to include new courses in the Lake Michigan College curriculum including Wine Business Feasibility, and Legal Aspects of Vineyard and Winery Operations as well as established membership with the VESTA Resource Management Team
 2. Continued work with the 4-H Viticulture Club/MWC Talent Pipeline to develop and launch the video and worksheet curriculums as well as work towards establishing partners and clubs
 3. Contributed to the educational programming of the Northwest Orchard & Vineyard Show as well as to our partnerships with MSU Extension and the Southwest Research and Extension Center (SWMREC)
 2. 2023 Goals
 1. Collaborate and support with VESTA in order to explore additional partnerships and course hostings and also with Northwestern Michigan College to cultivate a stronger relationship
 2. Contribute to Dirt to Glass Conference planning and to initiatives as directed by MWC leadership
 3. Educate through increased online availability of lecture based Enology and Viticulture courses offered through LMC
 4. Prepare for planting at SWMREC of one acre of mildew resistant Merlot and Cabernet Sauvignon clones available through Novavine and the Vivai Cooperative Rauscedo
6. Sustainability
 1. 2022 Accomplishments
 1. Collaborate with LIVE and the New York Wine & Grape Foundation to get the VineBalance Sustainable certification program workbook for Michigan
 2. Continued work with MSUs Dr. Chou and Steve Kluemper to bring enhanced awareness of their sustainable agricultural management tool to local growers and increase participation in the program as well as integrating the VineBalance Workbook Criteria with it

2. 2023 Goals
 1. Network and communicate to get 20 or so growers to participate in a pilot program starting in 2024, where they would utilize the VineBalance workbook throughout the growing season to determine compatibility with Michigan growing conditions
 2. Apply for a grant that would cover a salary so we can hire someone to run the program when it officially launches in 2025.
7. Presentation of 2023 MWC Election Ballot- Board of Directors and membership/bylaws change proposals (E-vote following the meeting*)
 1. Incumbent Candidates
 1. Matt Moersch
 1. Moersch Hospitality (Round Barn, Free Run, Tabor Hill)
 2. SW Winery
 2. Brian Lesperance
 1. Fenn Valley Vineyards
 2. MWC Secretary
 3. SW Winery
 3. Brian Lillie
 1. Chateau Chantal
 2. MWC Vice President
 3. MWC Marketing & Communications Chair
 4. NW Winery
 2. Open Seat Candidates
 1. Tamela Todd
 1. Retail/Restaurant Seat
 2. TnT Sip & Read
 2. Andrew Backlin
 1. Modales Winery
 2. SW Winery
 3. Bonnie Hardin
 1. Mari Vineyards
 2. NW Winery
 3. Executive Committee
 1. Peter King III
 1. Drew Ryan Wines
 2. Treasurer
 4. Bylaws Proposals
 1. Addition of Honorary (non-voting) Legal Board Seat
 2. Addition of Honorary (non-voting) Finance Board Seat
 3. Addition of Honorary (non-voting) IT Board Seat
 4. Adjust Mission Statement to reflect evolution of the organization
 5. Vote on whether to raise annual dues
8. Unfinished business

9. Adjourn