

Michigan Wine Collaborative

Monthly board meeting

Conference Call Minutes for Tuesday, May 2, 2023 at 10am

- 1) Call to Order / Roll Call
- 2) Approval of March Meeting Minutes
 - a. Motion to approve by Brian Lillie; Second by Ed Peabody
 - i. Approved; No opposed
- 3) Executive Committee Report:
 - a. Governor's Cup
 - i. JUNE 28: Lansing Center gala/dinner
 - ii. JUNE 29 @ 10 am: MWC annual meeting in Lansing (location to be confirmed)
 1. Will be at either Radisson or Courtyard depending on which room block we lock in
 - iii. JUNE 29: MI Governor's Cup Winners' Showcase: Narrowed down to Lansing Art Gallery or Olds Museum – visiting Thursday to select one. All marketing and ticket sales to follow.
 1. Emily and Gina visiting the venues on Thursday to make final selections
 2. Gina has checked with insurance policy to ensure the event and the board members/volunteers/attendees are covered under insurance policy
 - iv. Volunteer list being constructed now
 1. Volunteers will receive free admission to whichever event they volunteer to work for
 2. Reach out to Emily to get on the list
 - v. Meetings are every other Friday at 9am
 1. Next meeting this week
- 4) Committee reports:
 - a. Marketing: Brian Lillie
 - i. Cool is Hot Campaign
 1. Launched the last week in April
 2. Working with Billboards, Radio, Social Media, and Print advertising to promote the campaign and Taste Michigan brand
 - a. Focused on Southeast Michigan/Metro Detroit areas and Grand Rapids
 - b. Funded by USDA Specialty Crop Block Grant
 3. Check out the MWC YouTube to view and share Cool is Hot video clips
 4. Have 2 reporting periods left
 - a. Working on May's report now
 - b. Last one in September
 5. Emily will add a post on Basecamp with some important links for the group to share for MI Wine Month
 6. Recently pulled reports to gauge success and reach of our social media activity

- a. Taste Michigan is on Facebook, Instagram, LinkedIn, and Twitter
- b. Grants / Funding: Gina Shay
 - i. Governor's Cup & Showcase will pay for itself and hopefully have funds left over
 - 1. Have tapped into MWC line of credit to pay for grant expenses and cover any Governor's Cup expenses while we wait on funds from ticket sales and entry fees
- c. Finance: Lee / Peter / Emily
 - i. Financial report
 - 1. Bank Balance
 - a. 110k in the account currently
 - i. Much of these funds are from the line of credit to help cover grant expenses and Governor's Cup expenses
 - 1. Peter working to get all of the grant invoices paid
 - ii. Treasury transition update
 - 1. Lots of permissions and accounts moving around
 - a. We have ensured that checks and balances are in place
- d. Research / Education: Michael Moyer
- e. Sustainability: Sidney Finan and Maxx Eichberg
 - i. Sidney and Matt have been discussing path forward for Sustainability and VineBalance Workbook
 - 1. Consider seeking a grant to fund and expand the program
 - a. Consider hiring/contract a professional to run/administer the program
 - i. Would also need to fund someone to write and administer the grant
 - b. Formulate some line items as priorities
 - i. Acquire funding for the 8k investment
 - 1. Explore grant opportunities
 - a. Explore potential grant writers and who will manage grant reporting and grant activities
 - b. Should be able to vote on delegating MWC funds towards writing a grant
 - ii. Sidney and Matt will work towards creating a list of these line items and a path forward to vote on at the annual meeting
 - ii. Sidney putting together list of growers to reach out to that we will invite into the project
 - 1. Pilot program will offer opportunities for feedback and improvements to the program
 - 2. Should consider presenting at growers events like MSUE events, GLEXPO, Growers Socials, Dirt to Glass, NW Orchard & Vineyard Show, etc
 - a. Please share any valuable events with Sidney
 - iii. Would like to ensure MWC is backing a collaborative effort for this program to benefit all growers in the state

1. Consider a vote by the board to move forward with this project to be under the MWC umbrella
 - a. In order to get certification MWC would need to invest about \$8k
 - i. Would also need to adjust a few items in the VineBalance workbook in order to also get LIVE accreditation
 - ii. Cost with also printing and distributing the workbook
 - iv. Sidney would like to increase engagement of the committee in order to create a more collaborative conversation on Sustainability
 1. Concerned with being a one sided project if more people don't get involved and more voices aren't incorporated
 2. Meeting are the last Thursday of the month at 2pm
 - v. Sidney will put together a message for MWC to distribute to our contact database
 - f. Inclusion and Expansion Committee: Charles / Emily
 - i. IE Educational Fund Scholarship has launched
 1. Currently only 1 applicant
 2. Have reached out to Hue Society and MI Craft Beverage to help promote
 3. Promotions running on social media
 - ii. Working with Hue Society on ways to collaborate
 1. Have seen some new individual memberships from the group
 - iii. DREAM wine placements has increased
 1. New retailers now listed on DREAM landing page on the MWC website
 - g. Membership Committee: Charles/Katti
- 5) Other Business:
- a. Update from Sponsors/Suppliers/Vendors
 - i. Will be sending out notice to these members inviting them to address the board and MWC membership on these calls
 - ii. Ideally will add some value/incentive for potential sponsors and supplier/vendor members
 - iii. Cadus deadline for ordering custom barrels is June 1st
 1. Reach out to Gina with questions or to place orders
 - b. Board Member Inactivity
 - i. Too many meetings without a quorum
 - ii. Will be reaching out to Lisa and Josh to notify them of bylaws and their seat forfeiture
 1. Vote to open the seats?
 - a. Have already reached out to Lisa and Josh regarding their inactivity and have not received a response.
 - b. Motion by Brian Lillie to review and potentially open NW Wine seat; Second by Dave Miller
 - i. All approved; No opposed
 - c. Motion by Brian Lillie to review and potentially open Retail/Restaurant seat; Second by Dave Miller
 - i. All approved' No opposed

- iii. How can we engage the board?
 - 1. Perhaps we shrink the board?
 - a. Vote to shrink board to 1 winery/1 grower each region vs 3 each (NW, SW, Other Region)?
 - i. Diversity and inclusion is important
 - b. Consider how shrinking the board may benefit a certain viewpoints from the few as well as how efficiency would be affected
 - c. Sending out the meeting agenda sooner may help
 - d. Make sure meetings are listed on Basecamp
 - i. Ensure that all board members have access to the calendars
 - ii. Emily has also added the events on Wild Apricot and on the MWC website as well as added the board to the Google calendar invite
 - iii. We have discussed switching the meeting time but it appeared the most engaged members preferred keeping the meeting at 10am
 - c. Happy Michigan Wine Month!
 - i. Have followed up with the Governor's office 5 times in the last few weeks regarding the proclamation
 - 1. Have not received a response from them in the last month
 - 2. Gina will continue to reach out to get that
 - 3. Have heard discussion that perhaps since there has been plans for a MI Craft Beverage Month that Michigan Wine Month is not as much of a priority

- 6) Public Comments:
- 7) Next meeting: June 6, 2023 @ 10 am
- 8) Adjourn