

Michigan Wine Collaborative
Monthly board meeting
Conference Call Minutes for Tuesday, July 11, 2023 at 10am

- 1.) Call to Order/Roll Call
- 2.) Approval of June Meeting Minutes
- 3.) Executive Committee Report:
 - a. Welcome new board members, Tamela Todd, Bonnie Hardin, and Andrew Backlin! AND Mark Vanneste!
 - i. Mark will assume non voting legal seat
 - b. Governor's Cup: Winner St Julian 2020 Reserve Cab Franc. Event net loss minimized to \$7k.
 - i. Announcement released regarding the BIG Governor's Cup Winner, St. Julian Cab Franc
 1. This was the highest scoring wine in the competition
 2. Very close to 12 Corners Ice Wine
 - a. Won by fractions of a point
 3. Gina will be driving the actual cup over to St. Julian this month
 - a. Next year the cup will go to the 2024 Governor's Cup winning winery
 - ii. Gina reached out to sponsor for GC to retain sponsors as general sponsors
 1. Due to this our loss was minimized to 7k from 11k
- 4.) Committee Reports:
 - a. Marketing: Brian Lillie
 - i. No big changes since the annual meeting
 - ii. Working on scheduling a wrap up meeting in the next week
 1. Discussing final funds and what they will go towards
 - a. Recently approved small amount for stock images for Taste Michigan social media
 - i. Emily will be working on getting social media coordinated
 2. Reporting is due in September
 3. A final piece includes the Alchamae survey
 - a. This is an important piece of our reporting to MDARD
 - b. Will be in upcoming newsletter
 - b. Grants/Funding: Gina Shay
 - i. We need to be looking for another grant(s) for 2024-26. Everyone please be on the lookout (marketing, research, sustainability, education)
 1. Make sure the organization qualifies
 2. Can be relevant to any of our focuses including sustainability, education, research, diversity, etc
 - c. Finance: Peter
 - i. Financial Report
 1. Paid back \$81k from MDARD from MDARD grant reimbursement

2. Current bank balance & line of credit
3. Received revenue share check from BTI
 - a. ~\$4K
- d. Research/Education: Michael Moyer
 - i. P45 has event Friday 7/14
 1. Board of P45 is younger, energetic crowd
 - a. Changed meeting time from 3pm to 5pm
 - b. Free to attend
 - c. Many winemakers attend
 2. Dirt to Glass Conference scheduled end of August (24-25)
 - a. \$150/day steep for grower budgets
- e. Sustainability: Sidney Finan/Maxx Eichberg
 - i. MWC hosting Michigan "VineBalance"
 - ii. Sub AVA
 1. Going to public committee
 2. Worked through some naming debates
 - iii. Sustainable Ag at MSU received 125k grant to continue work on Sustainability Vineyard App
 1. Will be discussing who is using the app and how
 2. Possible that this will be a way for MI to lead the industry, especially East of the Rockies
- f. Inclusion & Expansion Committee: Charles
 - i. Scholarship announcement will take place on July 28th at House of Pure Vin from 6pm-8pm
 1. Second round will take place around the holidays
 - ii. Continuing plans for The DREAM 2.0
 1. Partnership with St. Julian and Lake Michigan College
- g. Membership Committee: Charles/Katti
 - i. Several members have offered to lead Membership but other tasks have gotten in the way
 1. Chuck was very interested in sourcing members from the restaurant/hospitality industry
 - ii. Bonnie has agreed to commit to leading the committee
 1. Ideas for member retention, new members, communications, etc
 2. Throughout the Governor's Cup project Bonnie learned who in the industry was interested and in what which will help with Membership Committee strategy
 3. Reach out to Bonnie with any questions or suggestions
- h. Other Business:
 - i. Update from Sponsors/Suppliers/Vendors
 1. Tamela Todd: TnT Sip & Read
 - a. In process of opening the space in Corktown (Downtown Detroit)

- i. Establishment where books and wine are blended together
 - 1. Offering books, wine, tea, and coffee
 - b. Tamela is interested in Membership Committee
 - 2. Mark Vanneste: Howard & Howard
 - a. Full business law firm
 - i. Mark specializes in hospitality, alcohol, wine law, etc
 - b. Mark has been helping MWC with a few things over the past year and looking forward to continuing that
 - c. Monthly Wine Law feature in MWC Newsletter
 - 3. Still Room on CADUS containers if anyone needs barrels
 - ii. Mission Statement Vote
 - 1. Ended up in a tie
 - a. 11 for keeping the original statement and 11 for changing it
 - i. Will send out additional poll to membership
- i. Public Comments:
 - i. Tom Petzold
 - 1. Excited at the broadening board
 - 2. Requesting that MWC gets more involved with upcoming Orchard & Vineyard Show
 - a. Consider Mark Vanneste presenting Wine Law at the conference
 - b. Fruit Council has transferred planning responsibilities to NW MI Foundation at NW Horticultural Research Station (2.5 acres dedicated to grapes)
 - i. Traditionally planning starts September/October
 - ii. Nikki Rothwell is a good contact
 - 1. Esmaeil & P45 should be involved as well
- j. Next meeting: August 1, 2023 @ 10am
- k. Adjourn