

# Michigan Wine Collaborative

## Monthly board meeting

Conference Call Minutes for Tuesday, Aug 1, 2023 at 10am

- 1) Call to Order / Roll Call
- 2) Approval of July Meeting Minutes

APPROVED (MOTION BRIAN LILLIE, SECOND ED PEABODY)

- 3) Executive Committee Report:
  - a. New MWC Mission Statement!
    - i. Won by ONE vote. The importance of being involved and voting can never be underestimated.
      1. Bylaws require 2/3 majority
      2. Previous mission statement stands
  - b. Gov Cup
    - i. Cup delivered to St. Julian, where it will remain till 2024 winner is announced
      1. BTI said St. Julian entered the best Cab Franc they've tasted outside of Chinon
      2. Trophy will reside at St. Julian until the next competition
    - ii. Recruiting 2024 Gov Cup Committee Chair and members now
    - iii. MI was awarded 8% more gold medals than their average competition
- 4) Committee reports:
  - a. Marketing: Brian Lillie
    - i. One of our final meetings for the Taste Michigan project later today
    - ii. If you have not completed the Growers Survey please do ASAP
      - 1.
    - iii. Marketing Committee would like to collaborate with the Governor's Cup Committee
      1. RFP
        - a. Developing document to secure partners
          - i. Traverse City Tourism interested in participating
      2. Should GC events be one or two days?
      3. Judging concept (Judgement of MI style or BTI)
        - a. Develop wine judging applications to source judges?
      4. Use Governor's Cup to reinforce Taste Michigan brand
      5. Reach out to Brian Lillie with any ideas, visions, concerns, questions, etc
  - b. Grants / Funding: Gina Shay
    - i. Nothing to report
    - ii. Exploring grant opportunities
      1. MWC is unique and does not qualify for many grants
      2. Governor's Cup might be an opportunity for a grant application
        - a. Measurable results
          - i. Wine Sales
          - ii. Tourism impact

- b. Track participation
    - c. Monitor wine sales of winning wines
    - d. MI Craft Beverage Council grant cycle is coming up
      - i. Due October 13, 2023
  - c. Finance: Peter
    - i. Financial report
      - 1. Current bank balance & line of credit
        - a. A little less than \$30k in the bank
      - 2. Line of Credit has been about 80% paid back
      - 3. Annual member dues are due Sept 15<sup>th</sup>
        - a. When these fund start rolling in we will complete payments for line of credit
  - d. Research / Education: Michael Moyer
  - e. Sustainability: Sidney Finan and Maxx Eichberg
    - i. No updates
  - f. Inclusion and Expansion Committee: Charles
    - i. Scholarship presentation at House of Pure Vin in Detroit a big success! First three winners are Antoniuus Gregory, Carmen Davis, and Misha Byrd. In attendance were Chuck Jackson Jr. of HOPV and Domaine Detroit Brands, Peter King & Matt Jones of Drew Ryan Wines, Tamela Todd of T&T Sip N Read, LaToya Thompson of Opulence Wine, Tom Smith of MSU & VESTA and Beth Smith, Family of Antoniuus Gregory, Brian Lillie of Chateau Chantal, and Gina Shay of Cadus-AnA Cooperages.
      - 1. Total of 6 scholarships being awarded
        - a. Second round in December
        - b. Spread the word for the next award of awards
    - ii. The Dream 2.0 updates
      - 1. St. Julian and Lake Michigan Vintners involved
  - g. Membership Committee: Bonnie Hardin
    - i. Exploring trends in membership
      - 1. Membership drive strategies
    - ii. Direct any questions or contributions to Bonnie's email
      - 1. Or to get involved
- 5) Other Business:
  - a. Update from Sponsors/Suppliers/Vendors
    - i. Resource Label Group (Evan Bonsell)
      - 1. Currently traveling around Michigan
        - a. Reach out if you would like a visit from Evan
- 6) Public Comments:
  - a. Remember to invite shareholders and friends to these meetings
  - b. Emily currently sourcing newsletter content
- 7) Next meeting: Sept 5, 2023 @ 10 am
- 8) Adjourn