

Michigan Wine Collaborative

Monthly board meeting

Conference Call Agenda for Tuesday, Sep 5, 2023 at 10am

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

APPROVED (BRIAN LILLIE MOTION; ED PEABODY SECOND)

- 3) Executive Committee Report
 - a. Brian Lillie – PA 232
 - i. MWC needs sustainable funding and PA 232 provides a solution for funding
 1. Funding for programs and personnel
 - ii. Wants to bring the discussion back to the table
 1. Has begun communications with industry stakeholders
 - a. Brian Lillie will continue reaching out individually
 2. Will be scheduling zoom for everyone to connect in a separate meeting
 - a. Look to blueberry growers and other commodity groups who could speak on this topic and their experience; advice
 - b. Orchard & Vineyard Show will have session to discuss PA 232 as an option
 - i. Pauline Wendzel, chair of the wine caucus in the State House valuable contact
 - ii. Matt Moersch has discussed this and excise tax options with state representatives in SW
 1. Brad Paquette interested in assisting
 - a. Send info and updates as they become available
 - iii. Please consider reaching out individually to state reps
 - 4) Committee reports:
 - a. Marketing: Brian Lillie
 - i. Final phase of reporting for the 2021 Specialty Crop Block Grant
 1. Planning to submit report early
 - ii. Reached out to Lisa Lyon at Meijer to discuss Taste Michigan promotion
 1. Requested Meijer to sponsor the brand via POS
 - a. Will be reaching out to other retailers with similar requests
 - iii. Partner with Governor's Cup Committee to bring together event for 2024
 1. Has completed judges' application and RFP documents and circulating for review
 2. Will be focusing on getting strategy going in next month or so
 3. Possible revenue generator for MWC in 2024
 4. If interested in getting involved reach out to Gina, Brian Lillie, Emily or Bonnie
 - a. Need a lot of volunteers to make a success
 - b. Grants / Funding: Gina Shay
 - i. Cristin Hosmer: survey findings for the grant

1. \$12.6 million to \$22.5 million shows increase in grape sales
 - a. Goal was to sustain grape sales at least 1 million
2. Wine cases 602,000 to 953,000
3. Acreage is closer to 4500-5000 acres of wine grapes
 - a. Quite a few acres being planted
 - i. Pinot Noir is #1, Cab Franc, Blau, Riesling, Sauvignon Blanc
4. Industry running on slim margins
5. Issue getting committee involvement
 - a. Many that answered the survey were not MWC members
 - i. Could be incentive for joining the organization
 - ii. Most interest in Research/Education
 1. Sustainability
 2. Finance
 3. Interest in open board seats
6. Perspective on Cool is Hot Campaign
 - a. Varied
 - i. Some happy about it, Some haven't seen it, Some not into it
 1. Wine industry is not necessarily target market as much as consumers
 2. Many negative opinions on promoting hybrid/cool hardy grapes
7. Tax Analysis
 - a. Top 20 producers (Excise taxes collected)
 - b. 2021 & 2022 included in report
 - c. MI CBC does not receive funding through excise taxes
 - i. They receive \$25 from license fees
 - ii. Excise taxes go into general fund
8. Two full reports
 - a. Available on the MWC website and will be included in upcoming newsletter
 - b. Surveys went out to grower and winery members via MWC, P45, MI Grape Society, Alchamae, Tom Petzold made announcement at MSUE events, MSUE Grape Net and contact database

c. Finance: Peter

- i. Financial report
 1. Current bank balance & line of credit
 - a. Brought in about \$37k but money is going out and coming in with the grant
 - i. Grant amounted to about \$100k
 1. We have paid out about \$81k and the next report is around \$21k
 - b. We currently have about \$10k in bank account
 - i. At least \$15-20k from automatic renewals on Sept 15
 - c. We took a loss with the Governor's Cup cancellations

- i. Potential to be a revenue generator
 - ii. Questions around Governor's involvement have come up
 - 1. For 2024 we should focus on that ASAP
 - 2. Still working on video message request for St. Julian address
- d. Research / Education: Michael Moyer
 - i. Emily: MSU Stakeholder meeting and collaborating with DPFLI for our 4-H project
 - 1. Detroit Partnership for Food, Learning, and Innovation
 - a. Urban Farm in Brightmoor Neighborhood in Detroit
 - b. Met with them earlier in the year to sign them onto the MWC Talent Pipeline/4-H Viticulture Club
 - c. Will expand our Detroit vineyards to a third location
 - 2. This meeting was for the farm and MSUE to connect with community and stakeholders
 - a. Made valuable connects as we expand our 4-H program in Detroit
 - i. Resulted in meetings with MSUE and MDARD representatives to discuss funding options as well as additional locations for vineyards at urban farms
 - ii. Mike happy to see many interested in the committee work via the survey
 - 1. Have not been meeting regularly but would like to get back on track
 - a. Wants the MWC to lay out some agenda items for the committee to execute
 - i. **Work on formatting survey to the MWC membership on action items they are interested in moving forward with**
 - iii. Participated on planning committee for Dirt to Glass
 - 1. Generated some energy within the industry behind viticulture
 - iv. Meeting with Esmaeil to connect on equipment acquired via grant in 2016
- e. Sustainability: Sidney Finan and Maxx Eichberg
- f. Inclusion and Expansion Committee: Charles
 - i. The Dream 1.0 is back in production.
 - 1. Presentation to Debbie Stabenow at Chateau Chantal which resulted in an additional 200 cases of The DREAM to increase scholarship funding
 - a. ~\$2400
 - ii. Chuck's appearance on the Michigan Chronicle Instagram/YouTube streaming show 9/01/2023:
 - <https://www.youtube.com/live/57DqOHE8DuI?si=KtzlWYoUi5PjlgMX>
 - 1. Discussed The Dream wine (1.0, 2.0, & 3.0)
 - a. Working to schedule an additional interview with them
 - 2. Exploring other local media opportunities to promote The DREAM
 - iii. Field Blends
 - 1. Emily has met with the Field Blend organizers
 - a. Wine tour/media trip/educational opportunity; provides scholarships to underrepresented students and wine industry members to explore new and emerging wine regions

- i. Encourage those on the trip to choose Michigan to continue their wine career path
 - 1. First trip was Walla Walla, Second FLX
 - b. Initially they requested sponsorship; negotiated in kind partnership where MWC will be facilitating communication between FB and wineries.
 - i. First scouting trip late November
 - 1. Dinner in Grand Rapids to meet face to face and strategize
 - c. Will be hosting information session with the Field Blend organizers where MWC members will be invited to learn about the organization, ask questions, etc
 - g. Membership Committee: Bonnie Hardin
 - i. Annual memberships renew September 15. Please let your winemaker/vineyard friends and vendors know that now is the ideal time to get the most out of an MWC membership/sponsorship
 - ii. Emily doing a lot of behind the scenes activities for the membership committee
 - 1. Member Testimonial survey circulating soon
 - iii. Gauged interest on MWC membership at Dirt to Glass
 - iv. Bonnie working on list of prospective members who we will be cold emailing/calling
 - 1. Will wait for member testimonials to come through
 - v. Working on graphics for social media to drive memberships
 - vi. Exploring dates for regular committee meetings
- 5) Other Business:
 - a. Tom Petzold: Northwest Orchard & Vineyard Show
 - i. Possibility for wider scope this year? (i.e. Sustainability session/panel, Marketing & Communications session/panel, Inclusion/Expansion session/panel, etc.)
 - 1. Grand Traverse Fruit Council has dissolved
 - a. Event now being organized by NW Viticulture Research Foundation at the Research Station
 - i. Invited wine industry through P45 to assist in planning
 - 1. MWC interested in assisting with planning event
 - ii. Tom working on organizing contacts to move forward with planning
 - ii. MWC level of support? (we can offer planning vs. much in the way of funds)
 - b. Tom Petzold: New Age Laboratories in South Haven, MI (Will discuss in October)
 - i. Having a qualified ag lab in MI is most important to our industry
 - ii. Met core staff and they are very interested in wine industry business
 - iii. Will be introducing them around but would like to pitch them on being an MWC sponsor, which would give them constant visibility to our industry partners across the state
 - c. Updates from Sponsors/Suppliers/Vendors
- 6) Public Comments:
 - a. Esmael
 - i. 11/9-11/10 Multi State Event: Discussing new variety and breeding programs
 - 1. 12 Land Grant Universities involved
 - 2. 1st day sharing findings on new varieties and breeding programs

3. 2nd day are field visits in NW MI
 - a. Still confirmation locations for the agenda
 4. Seeking funding for this event
 - a. Michigan State University and State of Michigan hosting
 - ii. 12/5 GLEXPO
 1. 2 sessions in AM & 2 sessions in PM
 - a. Encouraging juice grape in morning, wine grape in afternoon
 - b. Session on soil health, agrobiologic
 - iii. 1/16-1/17 NW Orchard & Vineyard Show
 1. Over 150 people in enology and viticulture sessions in 2023
 2. Including additional session on production costs
 - a. Panel format
 - b. Marketing aspect
 3. Will decide if MWC will host annual meeting at this event
 - a. Let Esmaeil know ASAP
 4. Seeking wine industry support in order to offer successful event
 - a. Looking for sponsors to help fund event in addition to limited grant funds
- 7) Next meeting: Oct 3, 2023 @ 10 am
- a. Supplier Minute
 - i. Evan from Resource Label Group
 1. Sending out an offer for label refresh
 - ii. Tamela TnT Sip
 - iii. CADUS AnA
 1. Lots of stock barrels ready to ship on east coast
- 8) Adjourn