

Michigan Wine Collaborative

Monthly board meeting

Conference Call Agenda for Tuesday, Nov 14, 2023 at 10am

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

APPROVED (MOTION BY ED PEABODY, SECOND BRIAN LESPERANCE)

- 3) Executive Committee Report
 - a. Annual meeting afternoon of January 17 at O&V show
 - i. Chairing some sessions at the show
 - ii. Tom Petzold put information on Basecamp on the event
 1. He will be working the hospitality suite the first night
 2. 4-5 Wineries (or other possible sponsors) for \$150-\$200 @ for the cost to include hors d'œuvres
 - iii. This year's Gov Cup Committee has opted not to continue Gov Cup for 2024; looking at 2025 options
 - iv. Funding obstacles
 - v. More reasonable to work towards a solid 2025 competition with sustainable funding, solid team of staff and volunteers, secured venue, etc
 - vi. Nov 17-18, 2023: Grand Rapids Food & Wine Festival – Emily is showcasing 2023 Gov Cup winning wines at MWC booth. Thank you, Emily!
 1. MAWBY, Modales, St. Julian, and 12 Corners participating
 2. Will be featured in the Elite Collection
 - b. Board positions up for re-election for 2024:
 - i. Vice President – open to any board member. Term is 2 years and then Vice President succeeds President. President serves as Past President for 1 year after leaving post to aid in transition.
 - ii. Supplier/Vendor – Gina not running for re-election to the board
 1. We have some supplier vendor members who have been engaged and we encourage them to run
 - a. Any new supplier/vendor members who may be interested in joining should also consider running for the board
 - iii. Other region winery – Chris Southern option to run again
 - iv. Honorary Seats: IT & Financial Strategist
 1. Mark Vanneste holds Legal Seat
- 4) Committee reports:
 - a. Marketing: Brian Lillie (In Italy Nov 14—do other marketing committee members want to give an update?)
 - i. Uncork Me
 1. Hosting local wine competition in Detroit (Comerica Park)

- a. Exploring purchasing opportunities for consumers as well as events for the trade to get Detroit retailers, restaurants, wholesalers, etc involved
 - 2. Will be organizing a informational session/meet and greet for members to get introduced to the event and to ask questions
- ii. Field Blends
 - 1. Attending meeting this Sunday at GRNoir to get updates on itinerary and event details
- iii. VinRoom App
 - 1. Tasting Room app similar to Vivino
 - a. Will be hosting informational session for members
 - 2. Exploring revenue sharing options or offering app as member benefit
- iv. Possibility of hosting competition still
 - 1. Could just send out wines to BTI and run a low impact program
 - a. Virtually based
 - 2. Chris Cook mentioned some kind of funding mechanism we should consider before officially cancelling
- b. Grants / Funding: Gina Shay
- c. Finance: Peter
 - i. Financial report
 - 1. Current bank balance & line of credit
 - 2. Working to create budget
 - a. Creating strategy to maintain administrative costs
 - b. Fundraising initiatives
- d. Research / Education: Michael Moyer
 - i. Tom P attended the annual meeting for the NE2220 Research project: Collaboration between 15 State universities for finding new, improved Hybrids. He will put a summary on BaseCamp for all to read.
- e. Sustainability: Sidney Finan and Maxx Eichberg
 - i. Hoping to make some more traction now that harvest is over
 - ii. Chris Sara (LIVE) apparently will not leverage a consulting fee
 - 1. Still accreditation fee of \$8k
 - iii. Looking to send out email blast to MWC membership and industry stakeholders to update and get participation on the pilot program
 - 1. Looking for people to utilize the workbook and then conference about how it works, what need to be changed or improved, feedback, etc
 - a. NY wine allowed us to adjust VineBalance workbook to reflect Michigan viticulture more closely (NY program not formally accredited)
 - i. <https://newyorkwines.org/wp-content/uploads/2022/02/VineBalance-2022-Version-2.pdf>
 - b. Modales is in
 - c. Pairing MSU Sustainable Ag App Beta with VineBalance Pilot
 - i. Running the two side by side would be beneficial
 - ii. Might be challenging to get across the board/farm participation with the app technology as a requirement
 - iii. App is currently available to use

1. <https://sustainableag.msu.edu/SAA.php>
- f. Inclusion and Expansion Committee: Chuck Jackson Jr.
 - i. Music in the Bottle The DREAM episode launched last night
 - ii. The committee has allocated \$1500 from the IE Educational Fund to go towards the Field Blends Trip Scholarship Award
 1. Still \$3k behind that goal
- g. Membership Committee: Bonnie Hardin
 - i. Discussing participation options with Field Blends
 - ii. Focusing on engaging retailers and restaurants on MWC membership
- h. Other Business:
 - i. Cab Franc-a-Palooza in Livermore CA June 2024
 1. Great participation from VA, NY, TX, CO, CA; MI would be a great fit
 - a. MWC would organize member table and coordinate marketing and networking strategies
 2. Shipping capabilities for wine ordering at the event
 3. Likely will need wines to be committed by April
 - a. Wineries will coordinate wine logistics with the Cab Franc-a-Palooza organizers
 - ii. Field Blends
 - iii. Legislative updates: Bill proposed by Pauline Wendzel for more wine industry funding
 1. Proposal to reinstate MI Grape and Wine Industry Council
 - a. Not successful this round
 - i. Lots of concerns, questions
 1. Felt as though re-setting up an organization would continue to stretch human resources further
 - a. Money should be funneled through organizations that already exist (MI CBC, MWC, etc)
 2. Wholesalers would make it a heavy lift regarding excise talk language in the bill
 - a. All excise tax goes to general fund
 - i. Changing language to general fund appropriation could be more favorable (easy to show efficacy and keep the money budgeted for wine)
 3. 6 billion dollar industry needs more support from legislation
 - a. Financial and symbolic
 - b. Level of engagement on MWC is unfortunate (Matt Moersch)
 - i. We need people to step up to be Vice President, reach out to representatives, unify message and demands for funding, etc
 1. Funding required to get staff to work toward these goal sustainably

2. Brian Lillie sent out template letter for board and MWC members to send to representatives to urge them to support Michigan wine
 - a. Please take template and your letterhead and circulate
 - i. Especially if you have good communication with your rep- start dialogue with them
 - b. Emily will circulate to board, membership, include in newsletter, email blast, and website

- i. Updates from Sponsors/Suppliers/Vendors
 - i. CADUS still has stock barrels ready to ship
- 5) Public Comments:
- 6) Next meeting: December 5, 2023 @ 10 am
- 7) Adjourn