

Michigan Wine Collaborative

Monthly board meeting

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

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

APPROVED (MOTION TOM P, SECOND ED P)

- 3) Executive Committee Report
 - a. Special updates:
 - i. O&V Show: Brian Lillie
 1. Working with Tom Petzold, P45, Esmaeil/MSUE on planning
 - a. Focus on Administration
 - i. TAM Certification
 - ii. MiCast Session
 - b. Town Hall Session
 - i. Discussing things like PA232 options
 1. Proposal from SW MI
 - ii. Great opportunity to be heard and to listen to peers in the industry
 - iii. Chad from MI Blueberry, Nate from MWPA, Tim Boring Director of MDARD/MI CBC Chair, Sam Fuller NY Grape and Wine Foundation are panel candidates
 - c. Annual Meeting for MWC
 2. January 16-17
 - ii. Gov Cup: Brian Lillie
 1. Made the decision to pause planning for 2024 and focus on a 2025 event
 - a. Not enough time to produce quality event by May
 2. Consider doing a smaller competition involving just sending out wines to BTI to keep momentum going and a competition alive
 - b. Board positions up for re-election for 2024 (at our Annual Meeting at the NW O&V Show):
 - 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
 - iii. Other region winery – Chris Southern option to run again
 - iv. IT & Financial Strategist – honorary non-voting board position
 - v. Please consider nominating candidates
 1. Would like to get Kristy McClellan involved and Lake District Wine Co. to join MWC
- 4) Committee reports:
 - a. Marketing: Brian Lillie
 - i. Continuing to firm up merch plan for Taste Michigan

1. Consumer merch available on TasteMichigan.org
2. Working with vendors to secure wholesale offerings
- b. Grants / Funding: Gina Shay
 - i. Working on securing long term funding options for the organization
 - ii. Mike Moyer discussed with Pauline Wendzel to reignite Wine Caucus at the Mendal Center
 1. The state legislation are not in session until April
 2. Consider reaching out to Democrats as they are in leadership and can push things through
- c. Finance: Peter
 - i. Working on 2024 budget
 - ii. Will need some additional funding from sponsors
- d. Research / Education: Michael Moyer
 - i. Upcoming Events
 1. January 9- 3rd MI Sparkling Wine Symposium at Boathouse
 2. January 16-17 NW Orchard & Vineyard Show
 3. Feb 7-8 Horticulture Days in SW
 4. March 12-14 Eastern Winery Expo
- e. Sustainability: Sidney Finan and Maxx Eichberg
 - i. No updates currently
- f. Inclusion and Expansion Committee: Chuck Jackson Jr.
 - i. Field Blend Funding
 1. Discussing allocating more funds from the IE Educational Fund to a trip award
 - a. Traverse City Tourism considering one award
 - b. WOMP committed to one
 - c. MWC partner award is still 3k short
 - d. Explore more NW businesses/organizations/etc to commit
- g. Membership Committee: Bonnie Hardin
 - i. Putting together lists of potential members from wineries to retailers to vendors etc
 - ii. Vintage Michigan Wine Club makes a great gift for the holidays
 1. Helps to fund MWC
 2. New wineries participating
- h. Other Business:
 - i. Cab Franc-a-Palooza in Livermore CA June 2023
 1. MWC would like to organize a table to represent MI Cab Franc
 - a. A social media influencer has reached out to pour wines for our table as we are unable to send someone
 - i. Kristy Wenz
 - ii. Will need to explore what her 'asks' are
 2. Is individual winery participation an option?
 - a. Stranger inquired on ability to represent independent wineries/how the tables would be set up and represented
 - b. Wineries might be able go independently but might get roped into representing the state as a whole
 - i. Unsure if there will be individual winery table or just state tables

1. Will inquire on how wineries could represent their own wines within the Michigan section
 - ii. Field Blends
 - iii. Uncork Me! Event at Comerica Park in Detroit in May – Please participate! (information session with Emily forthcoming – look for invite)
 1. Session scheduled for 12/19
 - a. Keep an eye out for an invite
 - iv. Vinroom – Beta testing app for tasting rooms (information session with Emily – look for invite)
 1. Thursday 12/7 10am
 - a. Demo the app with a brief introduction
 - i. Good feedback from other states and looking forward to MWC member feedback
 - ii. Goal to sell more wine but also to boost MI wine regions
 - v. Legislative updates: Bill proposed by Pauline Wendzel for more wine industry funding
 1. SEND BRIAN LILLIE’S LETTER TO LOCAL LEGISLATURE
 - i. Updates from Sponsors/Suppliers/Vendors
- 5) Public Comments:
- a. Cristin Hosmer
 - i. VESTA changes coming
 1. Michelle Norgren retiring
 2. Grants running out but organization will continue
 - ii. Stay tuned for announcements on educational opportunities for non degree seeking folks in NW
 - iii. Will keep the organization updated on potential grant opportunities
 1. Cristin is interested in assisting on acquiring and execution
 - iv. Chateau Chantal hosted WineAmerica
 1. Great to see all the leaders from across the country in Traverse City
 - a. Great feedback from WineAmerica about the state of our industry
 2. Shouted out MWC work to the attendees
 - a. Well represented the organization
- 6) Next meeting: January 17th at O&V show
- 7) Adjourn