

# Michigan Wine Collaborative

## Monthly board meeting

Conference Call Minutes for Tuesday, February 6th 2024 at 10am (Brian Lillie leading)

- 1) Call to Order / Roll Call
- 2) Approval of January Meeting Minutes –
  - a. APPROVED (ED MOVES TO APPROVE, DENNIS SECOND)
- 3) The State of Craft Beverage Report: Jenelle Jagmin
  - a. Craft Beverage Summit (March 3-5, Kalamazoo)
    - i. Partnership with Pure Michigan Business Connect
    - ii. Goal is to connect MI businesses
      1. Craft Beverage producers are a focus but also growers, suppliers, etc
      2. Lots of educational sessions
    - iii. Registration still open
    - iv. Jenelle welcomes any questions
  - b. Council met in January
    - i. Approved 350k in funding
      1. Recipients announced next week
- 4) Executive Committee Report:
  - a. Fundraising Drive Spring 2024 – WE NEED YOUR HELP!
    - i. Please submit contacts or reach out to Emily for request template
    - ii. Emily putting together 2024 Sponsorship packet
      1. Plan to replicate what we did in 2023
        - a. Retain 2023 sponsors
        - b. Incentivize new sponsors to join
      2. Language for 2024
      3. Please consider connecting Emily with organizations or businesses or circulate the information on your own
      4. Sponsorship funds can be earmarked for specific projects
        - a. i.e. Inclusion & Expansion, Sustainability, etc
  - b. Frequency of Board meetings discussion
    - i. Submit ideas on meeting times, frequency, content, etc to Emily
    - ii. We have a lot to talk about so maintaining monthly meetings may be essential
  - c. Committees needing Chairpeople
    - i. Grants/Funding
    - ii. Research/Education
    - iii. Reach out to Emily or Brian Lillie if interested in chairing
      1. Or joining any other committees
    - iv. Meetings should be posted on Basecamp
  - d. Creating wine marketing district
    - i. Discussed with Nate Love from our Town Hall panel
    - ii. Brian Lillie believes a statewide effort makes most sense
    - iii. Think convention and visitors bureau set ups
      1. Tasting assessment to fund wine marketing (via MI CBC)

- iv. Welcoming input on this idea, assessment feedback, where and how funds are distributed, etc.
  - e. WHO latest message on alcohol
    - i. Message constructed where alcohol is on same plane as tobacco
      - 1. Essentially saying no amount of alcohol is safe to consume
      - 2. Let's be mindful of this topic
        - a. Makes sense to separate wine from more bingeable alcohol categories (liquor, beer)
- 5) Executive Director Report:
- a. Information for the events below are all on Wild Apricot
    - i. Please familiarize yourself with the platform in order to stay up to date and informed
  - b. Jan-March: Vinroom Pilot Program, Sponsorship Drive, EWE Welcome Wine Reception (As an event sponsor, we are invited to pour wines and need to mobilize members who will be in attendance to coordinate a table as well as provide and pour wines), MI Craft Beverage Conference (MWC partnering with other craft beverage organizations to sponsor hospitality suite)
  - c. May: Cab Franc a Palooza, Uncork Me Michigan (Detroit takeover line up), Michigan Wine Month (Marketing Committee to begin strategizing)
  - d. June: Field Blends
  - e. August: Burning Foot Festival
  - f. September: Field to Vase Dinner, Membership Drive
- 6) Committee reports:
- a. Marketing: Brian Lillie
    - i. Taste Michigan Merch update
      - 1. Secured production partner
      - 2. Launching wholesale gear March 15<sup>th</sup>
        - a. Can order Taste Michigan gear outfitted with winery logos
      - 3. Custom stems also producing Taste Michigan glassware
        - a. Please consider stocking your tasting room
    - ii. Michigan Invades Detroit idea
      - 1. Working with Chuck Jackson to coordinate MI wine events with wine centric businesses across Detroit
        - a. Retailers, Restaurants
        - b. Will pair wineries participating in Uncork Me with participating businesses
        - c. Reach out to Emily or Brian Lillie to get involved
      - 2. Overwhelm Detroit with Michigan wine events on May 17<sup>th</sup>
    - iii. Governor's Cup
      - 1. BTI contract signed. Results delivered May 31<sup>st</sup>. Thanks, Max E for spearheading!
      - 2. Press release went out this morning
      - 3. MWC members receive discount on entries
        - a. Promo code was sent out via Wild Apricot

- iv. Combine the Marketing Committee and Governor's Cup Committee
  - 1. Andrew Backlin would like to join the committee
  - 2. Working to schedule meetings in the next week or so
- b. Grants / Funding: Open- needs a chair
  - i. Working on strategy for Spring Sponsorship Drive and Fall Membership Drive
- c. Finance: Peter / Emily
  - i. Financial report
    - 1. Bank Balance : \$13k
      - a. Keep that number in mind when considering sponsorship, fundraising options
        - i. WE NEED HELP
        - ii. Try to have the return in mind when approaching potential sponsors
          - 1. i.e. sponsoring Taste Michigan Invades the D: Communicate audience their brand will be in front of
          - 2. NEED to display return on investment and ask in the correct way
            - a. It's ok if they say no, but please ask
      - 2. Getting ready to submit taxes
- d. Research / Education: Open- needs a chair
  - i. Dirt to Glass
    - 1. Michigan in Context tasting event
      - a. Showcasing of Michigan wine next to similar varieties or styles from around the world
        - i. Educational and marketing a focus
        - ii. Amanda willing to travel to SW to taste wine for the event and discuss plans
          - 1. Modales open to hosting
      - b. Very well received
        - i. Looking to expand this event
          - 1. Requesting Michigan Wine Collaborative to partner on this
            - a. No cost to MWC...just need to assist with sourcing wine and planning
              - i. Organizing for about 8 tables
              - ii. Mike Laing, Chris Cook interested in assisting with this project (Reach out to Emily to get involved)
            - b. Working with Custom Stems for branded glassware
              - i. Could add MWC or Taste Michigan logo in partnership
          - 2. Capacity to have around 250 guests attend
            - a. Including attendees and the public (last year many MSU alumni were in attendance)

- e. Sustainability: Sidney Finan and Maxx Eichberg
  - i. From Sidney: "I will be working with Emily this month to initiate communication with growers about participation in the sustainability certification program. We already have some growers who have committed and it seems that there is more interest after this year's dirt to glass conference too. (A huge thank you to everyone who spread the word up there!) I will draft up the email blast and share it on basecamp for feedback and review before sending it out."
  - ii. Report from Dr. Chou
    - 1. To participate growers will need to check 144 items via VineBalance workbook criteria
      - a. With software it is easy to keep record and for inspectors to check
        - i. Keeps grower in check and balances with inspectors or auditors
        - ii. Let Dr. Chou know if you would like to utilize the app for spray programs this year, she can help you get started
    - 2. Need to complete agreement to move forward
      - a. Will discuss via Executive Board tomorrow during meeting
      - b. Once we confirm with Dr. Chou, she can put info on the website
- f. Inclusion and Expansion Committee: Charles / Emily
  - 1. Neckers produced to move the DREAM featuring scholarship recipients
    - a. QR code with link to MWC site with highlight of awardees
    - b. Emily will be working with Mark Vanneste on tightening up Scholarship policies and procedures
      - i. Reaching out to Simonne of Field Blends for consult
  - 2. Meetings are the third Tuesday of the month at 6pm
    - a. Will add meeting information to Wild Apricot and Basecamp
- g. Membership Committee: Bonnie
  - i. -Press Release List
    - 1. Working with Emily on language and strategy
      - a. Will be good resource as we attend conferences and events
    - 2. Also will be working to audit mailing list via Mailchimp
  - ii. -Resume regular meetings
    - 1. If you're interested in joining the committee please reach out to Bonnie
  - iii. -Potential Member Master List
    - 1. Reach out to Bonnie with potential MWC member connections or ideas
    - 2. Currently have over 200 potential members on this spreadsheet
      - a. Some may be better for sponsorship focus
  - iv. Dirt to Glass
    - 1. Bonnie worked the Cab Franc table last year and believes this event will be valuable for the organization

7) Other Business:

- a. Update from Sponsors/Suppliers/Vendors

8) Public Comments:

9) Next meeting: March 5 or April 2, 2024 @ 10 am

10) Adjourn