

Michigan Wine Collaborative

Monthly board meeting

Conference Call Agenda for Wednesday, March 6th 2024 at 10am (Brian Lillie leading)

- 1) Call to Order / Roll Call
- 2) Approval of January Meeting Minutes –
 - a. MOTION TO APPROVE DENNIS DEVITT, SECOND PETER KING
- 3) The State of Craft Beverage Report: Jenelle Jagmin
 - a. More than 300 attendees at the first MI CBC Summit
 - i. Educational, commercial, and networking opportunities
 1. Value Added opportunities
 - a. Matchmaking session
 2. Open MI CBC Meeting
 - a. Consumer marketing campaign discussed
 - i. Working to design and strategize path forward
 3. Sessions broken up by sector
 - a. Wine
 - b. Cider
 - c. Beer
 - d. Spirits
 - ii. Emily took a table to promote MWC
 - iii. Discussing future events
 1. Will keep industry updated
 - iv. Jenelle looking forward to meeting with MWC attendees to get insight and feedback
 - b. Reviewing grant proposals
- 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
 - b. Committee Chairpeople Update
 - i. Grants/Funding- Izabela Babinska
 - ii. Research/Education- Tim Godfrey
 - c. Craft Beverage Summit Update
- 5) Executive Director Report:
 - a. MI Craft Beverage Summit
 - b. Sponsorship Drive
 - i. Retained 3 Bronze sponsors, 1 Silver sponsor from 2023
 1. Will be following up with remaining 2023 sponsors
 - ii. Gained 1 sponsor application from Summit
 1. Advocate- AEB
 2. Leads on a few more and a potential legacy donor
 - iii. Wilbur Ellis to sponsor Sustainability
 1. Bronze Sponsor
 - c. 4-H Update

- i. Finishing up curriculum
 - ii. Working with Double A Vineyards for vine donations for community planting days in May
 - d. Governor's Cup
 - i. Deadline extended to March 15
 - e. 2024 Materials
 - i. Media Kit
 - ii. Sponsorship Packet
 - iii. Brochure
- 6) Committee reports:
 - a. Marketing: Brian Lillie
 - i. Taste Michigan Invades the D update (May 17-19)
 - 1. Detroit Princess
 - a. No room that particular weekend but looking to pair on dates in August
 - i. Planning to promote GC winners
 - ii. Boats in Petoskey, Detroit, Lansing
 - 2. Comp tix for the DREAM
 - a. Ability to bring in awardees and committee members to attend
 - b. Exploring option for raffle for fundraising for IE Educational Fund
 - 3. Pairing 22 producers with 21 restaurants in the city
 - a. More restaurants reaching out
 - i. Working to finish matching up remaining producers
 - 4. Working with Visit Detroit on promotions
 - 5. Large focus on 'winning' Detroit for Michigan wine
 - a. If we can get Detroit support we can move ball forward for the industry
 - 6. Room Block available at Hotel Indigo
 - a. Code will be posted on Basecamp
 - b. 20 rooms currently being held in block
 - i. Could approach with request to increase numbers if needed
 - ii. Governor's Cup
 - 1. Gov Cup Deadline Extended
 - iii. Marketing Committee meeting 3/15
 - 1. Detroit event for 2025 a major topic
 - a. Competition
 - i. Possibly expanding to entire Great Lakes area
 - ii. Reception/Celebration
 - iv. Town Hall
 - 1. Industry Funding topic in January
 - a. With participation from NY, OR, WineAmerica, Producers Association, MI Apples
 - 2. Follow up Town Halls will feature individual topics covered more broadly at January meetings

- a. Nate Love will kick off series in April
 - b. Following discussions arranged accordingly
- b. Grants / Funding: Izabela Babinska
 - i. Will be working on setting a meeting for W,T, or F next week
 - 1. Please feel free to join in
 - ii. Grant Opportunities
 - 1. Patagonia opportunity proposed for Sustainability
 - a. <https://www.patagonia.com/how-we-fund/corporate-grant/>
 - 2. MDARD Minority Owned Food & Ag Grant Opportunity
 - a. <https://www.michigan.gov/mdard/business-development/grantfund/minority-owned-food-and-agriculture-business-capacity-building-grants>
 - b. Will follow up with Chuck to brainstorm strategy
- c. Finance: Peter / Emily
 - i. Financial report
 - 1. Bank Balance
 - a. ~12k in bank
 - ii. Budget Overview
 - 1. Submitted payment for Field Blends Trip Award
 - a. \$3000 from IE Educational Fund
 - i. Money from MI Wine Foundation
 - iii. Fraud Alert
 - 1. Emails circulating attempting to get money from MWC
 - 2. Last year we were victim of a phishing scam
 - 3. Checks and Balance system in place for MWC
 - a. EC approval required over a certain threshold of funds going out
- d. Research / Education: Tim Godfrey
- e. Sustainability: Sidney Finan and Maxx Eichberg
 - i. Good turnout for February meeting
 - 1. Discussing on progress and strategy to move forward
 - 2. Meetings are last Thursdays of the month
 - a. March 28th next meeting
 - i. Stay updated on Basecamp
 - b. March meeting will cover GLSWA future and how to align it with Vine Balance
 - i. Any GLSWA members please attend to discuss and make a plan together
 - ii. Working with Emily to coordinate communications for pilot program
 - 1. Hoping to update committee on increased number of participants for pilot next meeting
- f. Inclusion and Expansion Committee: Charles / Emily
 - 1. DREAM 2.0, 3.0, 4.0 Update
 - a. Dream 1.0 still in market
 - b. Dream 2.0 in the works (Sparkling)
 - i. St. Julian

1. Blend reviewed
 2. Label being worked on
 - ii. Lake Michigan Vintners
 - c. Dream 3.0 Red Blend
 - i. Left Foot Charley
 - d. Dream 4.0 Sparkling Brut
 - i. MAWBY
 2. Lost Chef Max Hardy
 - a. Devastated culinary community in Detroit
 - b. Would like to form scholarship program in his name for IE
 - i. Maxcel Hardy Award of Hospitality Excellence
 1. Specific for hospitality focus
 2. Motion to create Brian Lillie/Chuck Jackson, Second Peter King/Andrew Backlin, All in motion
 - a. Motion passed unanimously
 3. Working with Marketing on Taste MI Invades the D events
 - a. Connecting restaurant partners
 - b. Promoting the event
- g. Membership Committee: Bonnie
 - i. -Press Release List
 - ii. -Resume regular meetings
 - iii. -Potential Member Master List
- 7) Other Business:
 - a. Update from Sponsors/Suppliers/Vendors
 - i. Wilbur Ellis having a Grape Grower meeting in TC (April 4th)
 1. Label update, new product updates, etc
 2. Lunch provided, credits available, raffle opportunities
 - b. Lake Michigan College is looking for a Viticulturist for the Wine Tech program
- 8) Public Comments:
- 9) Next meeting: April 2, 2024 @ 10 am
- 10) Adjourn