

Michigan Wine Collaborative

Monthly board meeting

Conference Call Agenda for Tuesday April 1st, 2024 at 10am (Brian Lillie leading)

- 1) Call to Order / Roll Call
- 2) Approval of March Meeting Minutes –
 - a. MOTION TO APPROVE BY ANDREW BACKLIN, SECOND BY BRIAN LESPERANCE
- 3) The State of Craft Beverage Report: Jenelle Jagmin
 - a. Not much to report this month
 - b. Welcomes questions
- 4) Executive Committee Report: Andrew Backlin
 - a. Pretty short meeting to touch base
 - i. No major updates
- 5) Executive Director Report: Emily Dockery
 - a. Continuing sponsorship drive
 - i. Please help us recruit some supporters for 2024
 1. Assets available on Basecamp
 - a. 2024 Media Kit
 - b. 2024 Sponsorship Packet
 - ii. Keeping momentum going for current projects
 1. Taste MI Invades the D
 2. Taste MI Wholesale Orders
 - a. Deadline extended to April 8th
 3. Burning Foot Beach Festival
 - a. Spots still open for interested vendors
- 6) Committee reports:
 - a. Marketing: Brian Lillie
 - i. Taste Michigan Invades the D update
 1. Visit Detroit and Pure Michigan supporting event and has event listed on their websites
 - a. Visit Detroit has also committed to supporting our events through their membership and communication channels
 2. ~12 Partnerships between MWC member wineries and restaurants in the city of Detroit
 - a. If you have not met with your restaurant partner please do so ASAP
 - i. Deadline for event information submission to Emily is Friday so she can update the TM website with event details
 - b. We are hoping restaurant partners will share communications/promotions for the events via social media and other outlets
 - i. We want these events to be a success and need the venues to help promote and support in collaboration with MWC

3. If you are interested in TMID assets reach out to Emily
 - a. Will also post on Basecamp
4. Format some kind of checklist for producers and restaurants to aid in planning and execution
 - a. Brian will put something together and upload to Basecamp
- ii. Governor's Cup
 1. Gov Cup Discussion
 - a. Participants seemed most interested in MI only event
- iii. Marketing Committee meeting 4/26
- iv. Second Town Hall- 4/3 11am on Zoom
 1. Legislative side of funding the MI wine industry
 - a. Nate Love of Kelley-Cawthorne joining us
 2. Third Town Hall tentatively scheduled for 5/1
 - a. Discussion focused on PA 232/check off program potential
- b. Grants / Funding: Izabela Babinska
 - i. Discussed MDARD DEI Capacity Building grant for IE Educational Fund
 1. Potentially hire consultant to help set up infrastructure for Educational Fund/Scholarship
 - ii. Discussed Patagonia grant for Sustainability
 1. Also capacity building to help launch VineBalance program
- c. Finance: Peter / Emily
 - i. Financial report
 1. Bank Balance
 - a. MWC \$8597
 - b. MWF \$374
 - c. Submitted \$3k Field Blends Scholarship commitment
 - ii. Did taxes in house this year to save on that expense
 - iii. Sponsorships
 1. About \$8.5k incoming from 2023 sponsor retention
 2. VERY essential to recruit NEW 2024 sponsors in addition to our retained 2023 sponsors
 - iv. Fraudulent emails still popping up
 1. EC and Board Members will never email asking for you to pay for things
- d. Research / Education: Tim Godfrey
 - i. Tim Godfrey had to step down due to conflicts with transition at LMC
 1. Seeking new chair!! Reach out to Emily or Brian to get started
- e. Sustainability: Sidney Finan and Maxx Eichberg
 - i. Had discussion on GLSWA at last meeting
 1. No GLSWA members were present
 - a. We will be reaching out personally to gauge opinions on future of GLSWA
 - i. Feel free to reach out to Sidney or Emily also
 - b. May need to table GLSWA for now and focus on VineBalance
 - ii. Will be working with advisory committee; i.e. LIVE, to get some insight on how to structure program before grant writing kicks off
- f. Inclusion and Expansion Committee: Charles / Emily
 - i. DREAM Wine Collaboration

1. 2.0 Label on its way to TTB for approval
 2. MAWBY on board for 4.0
 - ii. Working with Membership Committee on Membership Drive plans to coincide with Taste MI Invades the D events
 1. Attempting to focus on restaurants and hospitality
 - g. Membership Committee: Bonnie
 - i. Next committee meeting Monday, April 8th @ 10am via zoom
 1. Looking to hold second Monday of the month
 - ii. Inclusion and Expansion Committee Volunteers Assisting The Membership Committee
 - iii. Please email bonnie@marivineyards.com if you are interested (will get things rolling on Basecamp as well)
 - iv. One page EPK for membership currently in design to be used as a tool for potential members in conjunction with personalized message
 - v. Working on spreadsheet of potential members to serve as a living document for recruitment
- 7) Other Business:
- a. Update from Sponsors/Suppliers/Vendors
 - i. Dawn Baker of ShowSpan
 1. ShowSpan produces consumer shows
 - a. Including GR International Wine and Food Show
 - i. Excited to work with MI wine and support MI Wine Collaborative on this year's event
- 8) Public Comments:
- a. Try to coordinate presence at NFL Draft to promote MI wine but also drum up excitement for Taste MI Invades the D
 - i. Discuss some ad options
 1. Streaming? Boosted social posts? Mobile billboards?
 - a. Our funds are incredibly limited, so we will have to be creative with our strategy
 - b. Taste MI CO-BRANDED Merch for Tasting Rooms
 - i. Deadline extend to April 8th for first round of orders
 - ii. Essential for our 'walking billboards' for promoting Taste MI and Michigan wine
- 9) Next meeting: May 7, 2024 @ 10 am
- 10) Adjourn