

Michigan Wine Collaborative

Monthly board meeting

Conference Call Agenda for Tuesday May 7th , 2024 at 10am (Brian Lillie leading)

- 1) Call to Order / Roll Call
- 2) Approval of March Meeting Minutes –
 - a. Bob Utter Motions to Approve Minutes; Andrew Backlin Seconds
 - i. MINUTES APPROVED**
- 3) **The State of Craft Beverage Report: Jenelle Jagmin**
- 4) Executive Committee Report: Brian Lillie
 - a. Seeking alternative ways to fund the MWC
 - i. Added value for membership
 1. Researching how other organizations work
 2. Exploring pay to play benefits
 - a. Enhanced marketing benefits
 - b. NWOV Show partnership
 - i. Seeking deeper involvement with MI Wine Collaborative
 1. MWC taking on larger role with...
 - a. Working to provide programming
 - b. Seeking sponsors to fund the event
 - c. Third Town Hall last weeks
 - i. Discussed PA 232 with MI Apples and MI Asparagus
 1. Explored how those industries work with a PA 232
 2. If interested in further discussion please reach out to us to facilitate
 - ii. Town Halls recordings now on YouTube
- 5) Executive Director Report: Emily Dockery
 - a. Field Blends
 - i. Will be representing MWC at Monday reception
 - b. TMID
 - i. Continuously working on updates and promotion
 - ii. Spoke with Dawn at ShowSpan who expressed interest in applying method to GR
 - c. MI Wine Month
 - i. Finally received official proclamation from the Governor's Office
 1. Next year want to make sure it is for Michigan wine vs wine
 - ii. Sent out request to VM members for quotes, memories, etc regarding MI wine
 1. Will do a drawing to send out some swag to those folks
 - a. ~70 responses so far
 - d. Supplier/Vendor Outreach
 - i. Corksy Webinar
 1. Exclusive discount for MWC members
 - ii. Vinroom new features
 1. Will email blast those out and include in upcoming newsletter
 - e. Cab-Franc-A-Palooza

- i. MI reception very positive
 - 1. Will be working with Kristy for a full report
- 6) Committee reports:
 - a. Marketing: Brian Lillie
 - i. We have received the proclamation
 - 1. Promoting on social media, website, email blasts
 - 2. Working on collaborating with other stakeholders on assisting with promotion
 - ii. Taste Michigan Invades the D update
 - 1. Raffle License
 - a. For Uncork Me Michigan (5/18)
 - b. To raise money for MWC Inclusion & Expansion Educational Fund
 - 2. Please share promotional content as much as possible
 - iii. Taste Michigan/Cool is Hot received marketing award from Wine Industry Advisor (Sonoma)
 - 1. Up against some major organizations and wineries
 - iv. Marketing Committee meeting 4/26- FAIL
 - 1. Communication breakdown somewhere
 - v. Andrew Backlin (Vice President) to Chair Marketing Committee
 - 1. Excited to be at the helm
 - b. Grants / Funding: Izabela Babinska/ Emily Dockery
 - i. Recently submitted grant application for capacity building (MDARD)
 - 1. To enable MWC to build framework for IE Educational Fund and Scholarship program
 - c. Finance: Peter / Emily
 - i. Financial report
 - 1. Bank Balance
 - a. ~14k in the bank
 - 2. We did receive some sponsorship dollars
 - a. St Julian donated \$1000
 - i. Earmarked for 4-H/MWC Talent Pipeline
 - b. Renewals from Farm Bureau and Howard & Howard
 - i. \$7500
 - d. Research / Education: needs a chairperson
 - e. Sustainability: Sidney Finan
 - i. About 24 growers enrolled in pilot program
 - ii. Communicating with Justin from the NY VineBalance program
 - 1. Working to schedule an informational session with them for the membership and pilot program participants
 - iii. Looking forward to hearing from GLSWA members on input for how to proceed with the program
 - 1. Thread on Basecamp discussing options and future meetings
 - f. Inclusion and Expansion Committee: Charles / Emily
 - i. No meeting in April
 - 1. Hoping to meet in May
 - a. Third Tuesday at 6pm

- ii. Waiting to hear back on MDARD Capacity Building Grant
 - iii. Organizing raffle for Uncork Me Michigan
 - iv. Working towards DREAM 2.0 Sparklers
 - 1. And of course 3.0 and 4.0 and
 - g. Membership Committee: Bonnie
 - i. Preparing for membership drive
 - 1. Usually rolls out August/September
 - a. September 15 renewal date
 - 2. Concentrate on MWC membership but also Vintage Michigan
 - ii. Exploring discounted membership rate and incentives for TMID events
- 7) Other Business:
 - a. Governor's Cup Results
 - i. We should have results by May 31st
 - 1. MWC will have press release out very shortly after results are received (First week in June)
 - ii. Events
 - 1. Discussing options with Riverboat organization (August)
 - a. i.e. Detroit Princess, Lansing Boat, Charlevoix Boat
 - b. Update from Sponsors/Suppliers/Vendors
 - i. Jacqueline from Corksy
 - 1. Great response from attendees of the webinar
- 8) Public Comments:
- 9) Next meeting: June 4, 2024 @ 10 am?
 - a. This is Field Blends week so many of us will be busy that day
 - i. Discussion to skip or postpone June meeting
- 10) Adjourn