

# Michigan Wine Collaborative

## Monthly Board Meeting

Conference Call Minutes for Tuesday July 2nd, 2024 at 10am (Brian Lillie leading)

- 1) Call to Order / Roll Call
- 2) Approval of May Meeting Minutes –
  - a. Bob Utter motions to approve...Andrew Backlin seconds
  - b. Minutes approved**
- 3) The State of Craft Beverage Report: Jenelle Jagmin**
- 4) Executive Committee Report: Brian Lillie
  - i. Tom Smith VESTA proposal
    1. Action needed by board
    2. VESTA funding grant ending
      - a. Continuing program but adjusting the model
        - i. Seeking ways to sustain VESTA moving forward
      - b. All courses hosted at Missouri State (~\$240/credit hour)
        - i. Instructors will remain the same experts for the most part
        - ii. One transcript
      - iii. Tom Smith working to develop online course modules (through non profit E Bridge)
        1. 8 to 10 modules per course
          - a. Educational and consumer based
            - i. Credit and Non Credit modules (~\$50-80/per modules for NC)
          - b. Looking at about a 5 year build out
            - i. Exploring marketing strategies and partnerships
        2. Interactive and self paced
        3. Community College partner receiving revenue share from online modules hosted
        4. Would like to partner with MWC to host MICAST training program by developing modules
          - a. MWC would get 15% of gross revenue
            - i. Revenue stream from the VESTA non-credit modules will begin as soon as revenue is generated from module sales
          - b. Plug and play
            - i. MWC would aid in promotion of the course
            - ii. Vintage Michigan database could find interest in these opportunities



- iv. 35<sup>th</sup> Annual Michigan Viticulture Field Day and Inaugural Enology Experience- LMC, Benton Harbor 7/31-8/1
  - 1. Brian Lillie will be presenting
    - a. Invited Senator Nesbit to attend
- v. Detroit Chef's Show- exploring in-kind support (PBS)
  - 1. Highlighting food history and culture in Detroit
  - 2. Requesting financial support which is not an option at this time
    - a. Exploring in kind partnerships
- vi. Dirt to Glass Conference seeking volunteers
  - 1. Reach out to Andrew with questions
- b. Grants / Funding: Izabela Babinska/ Emily Dockery
  - i. Not a lot to report
    - 1. No update on scholarship grant application from the spring
  - ii. Will be hosting meeting soon
    - 1. Date TBA
- c. Finance: Peter / Emily
  - i. Financial report
    - 1. Bank Balance
      - a. ~\$10k in MWC account
      - b. ~\$700 in MWF
      - c. ~\$7000 expenses left until our Membership dues come in
        - i. Essential to assist with increasing membership and sponsorships
        - ii. Emily is needed and without funding her position will not exist
- d. Research / Education: needs a chairperson
- e. Sustainability: Sidney Finan
  - i. Met with NYWGF VineBalance manager last week
    - 1. Will want to work with Grants & Funding Committee to write grant to high administrator as well as investigators and contractors
      - a. Waiting until member dues come in to explore budget for grant writer/expenses
    - 2. Align with industry for support
- f. Inclusion and Expansion Committee: Charles / Emily
  - i. Working toward The DREAM versions
    - 1. Adjusted quantities with St. Julian DREAM edition
      - a. Looking at ~Spring 2025 launch
    - 2. Working with Left Foot Charley and MAWBY for follow up editions
  - ii. Exploring additional revenue streams for scholarship program
  - iii. Brian presented the DREAM at VESTA and there is a lot of interest in the program from other states
    - 1. MWC awarded recognition for the program from VESTA in 2024
  - iv. Reach out to Emily or Chuck to get involved with IE Committee
- g. Membership Committee: Bonnie
  - i. Membership cycle approaching; so please work to communicate and encourage people to join and support
    - 1. Promote programs and events from 2024

- a. Taste MI Invades the D
- b. Inclusion & Expansion
- c. VineBalance

7) Other Business:

- a. Update from Sponsors/Suppliers/Vendors
  - i. CADUS has stock barrels available
    - 1. Contact Gina Shay to complete your order
  - ii. GR Wine, Beer, & Food Festival (ShowSpan/Dawn Baker)
    - 1. Looking for ways to highlight MI wine at the festival
      - a. Exploring idea today with chefs to construct MI wine pairing experience
      - b. Promote The DREAM project
      - c. Will continue to update Emily on progress and ideas
  - iii. MSU Sustainable Ag App (MSU/Karen Chou)
    - 1. More partners interested in the app
      - a. Traveling NW and SW to engage with growers
        - i. Providing support to move spray program to the app
    - 2. Installing new version of interface to increase aesthetics
      - a. Enhancing mobile app

8) Public Comments:

9) Next meeting: August 6th, 2024 @ 10 am

10) Adjourn