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
 - Would like to partner with MWC to host MICAST training program by developing modules
 - a. MWC would get 15% of gross revenue
 - 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

- c. Interested in opinions from board and those with MICAST experience (hosting and attending)
- d. Board vote to move forward with the program (PASSED)
 - Matt Moersch motions to approve....Bob Utter seconds
- 5. Related technical instruction for apprenticeships are an opportunity
- ii. Field Blends
 - 1. Participants impressed with Michigan wine
 - 2. MWC sponsored a trip award for the event
- iii. Tom Petzold has resigned his board seat
 - 1. Nominations for replacement will be announced by July 17th
 - Seeking someone to be engaged and with experience to contribute to the baord
- 5) Executive Director Report: Emily Dockery
 - a. Exploring and planning 2024 events
 - i. Field to Glass
 - 1. Modales, MAWBY, and Domaine Berrien
 - ii. Taste Michigan event line up
 - iii. GC Promotional Events
 - 1. Trophy hand off
 - 2. Celebrating GC Case winners
 - b. Exploring grants and sponsorship opportunities...and membership drive
 - i. New phase of sponsor outreach
 - 1. Member cycle begins Sept 15
 - 2. Please spread the word to friends, neighbors, vendors, etc.
 - a. Will upload Media Kit and Sponsor opportunities to Basecamp thread
- 6) Committee reports:
 - a. Marketing/Comms: Andrew Backlin
 - i. Andrew taking the helm
 - 1. Working on marketing strategies
 - ii. Town Hall #4 with Dakota Baker (Brian Lillie)
 - 1. Recording will be up on YouTube soon and included in the newsletter
 - a. Three Town Hall recordings available on YouTube
 - Focused on how legislation operates and how to engage with representatives
 - 3. Brian continuing to reach out to panelists for future Town Hall events
 - a. 5th one to be announced soon
 - i. Legislation paths forward for funding
 - 1. PA 232, Marketing District, etc
 - b. 6th one to follow!
 - iii. Taste Michigan Wine brand "seal" idea (Andrew Backlin)

- iv. 35th 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 in not an option at this time
 - a. Exploring in kind partnerships
- vi. Dirt to Glass Conference seeking volunteers
 - 1. Reach out to Andrew with guestions
- 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
 - 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