

# Michigan Wine Collaborative

## Monthly board meeting

Conference Call Minutes for Tuesday August 6, 2024 at 10am (Brian Lillie leading)

- 1) Call to Order / Roll Call
- 2) Approval of March Meeting Minutes – Motioned by Peter King, Seconded by Bob Utter/Andrew Backlin- MINUTES APPROVED
- 3) The State of Craft Beverage Report: Jenelle Jagmin
  - a. Recently met on July 17<sup>th</sup> at Youngblood Vineyards
    - i. MEDC update
      1. Lots of changes
        - a. Scaling back with Food & Beverage investments
          - i. Will not be partnering on the CBC Summit in 2025
    - ii. Approved Budget
      1. Still working on executing a CBC Summit for 2025
        - a. May look different without support of MEDC
    - iii. Next Meetings September 19<sup>th</sup> and December 18<sup>th</sup>
      1. Sept is research focused
        - a. Looking to do full day research tour around the state
      2. December is focused on research and education grant approval
      3. Meetings open to industry
    - iv. WineAmerica Economic Impact Study Collaboration
      1. Funded \$500 on behalf of Michigan wine to complete nationwide economic impact report
      2. Jenelle has been exploring new grape study/economic impact data opportunities
        - a. Last grape study was in 2020
  - b. Research Grant Cycle opens on 9/3
    - i. New offering is support of education grants
      1. Support of educational partnerships and dissemination in the state
  - c. Qualified Distiller Program
    - i. Completed application progress
  - d. Consumer Branding Campaign
    - i. Working with Good Marketing firm
    - ii. Challenging to represent all 4 industries in one campaign
    - iii. Looking to launch in November for MI Craft Beverage Month
- 4) Executive Committee Report: Brian Lillie
  - i. N/A EC meeting was cancelled due to SWMI Viticulture and Enology Experience
    1. Brian represented MWC in Southwest
      - a. Provided State of the Industry report
        - i. Overview on MWC activities
          1. PA 232
          2. Town Halls
- 5) Executive Director Report: Emily Dockery
  - a. Strategy for 2024 Membership/Sponsorship Drive

- i. New contact spreadsheet for Sponsorship
      - ii. Sent over potential member list to EC to review...will send to remaining board to explore point people for wineries not yet MWC members
      - iii. Social Media campaign(s) and website updates
    - b. Field to Vase Dinner (Grand Rapids)
      - i. Working on press release with Certified American Grown
      - ii. Promotional strategy
        - 1. Social Media Promotion
        - 2. Vintage Michigan Outreach
          - a. Promo Code for Premium Members and MWC Members
    - c. Grapes n Greens Event (Metro Detroit)
      - i. MWC in kind sponsorship of Michigan Wine Hole at Golf Tournament
        - 1. Will be providing MWC tablecloth, pop up banner, MI Wine Country Mags, rack cards, etc
      - ii. Vintage Michigan admission discount
    - d. Print Advertising and Promotion
      - i. Overview of history of Michigan wine and AVAs for Triangle Around Town (2000 words)
        - 1. Also secured full page ad for Vintage Michigan and/or MWC in exchange for article
        - 2. Promoted MWC members from each AVA
      - ii. VineBalance/Sustainability Collaboration Piece for Wine Industry Advisor (800 words)
        - 1. Provided promotional overview of collaboration between MI and NY on VineBalance as well as MSU's SAM Tool
      - iii. Networking on GrapeLoop with writers to secure stories for MWC members wineries and MI wine industry
- 6) Committee reports:
  - a. Marketing/Comms: Andrew Backlin
    - i. Working on scheduling meeting
    - ii. Previously discussing Taste Michigan Invades the D event
      - 1. Working with Dawn Baker on opportunities with GR Wine & Food Show
  - b. Grants / Funding: Izabela Babinska/ Emily Dockery
    - i. No word on capacity building grant submitted for the IE scholarship program yet
    - ii. Proposed exploring NIFA grant on Basecamp
  - c. Finance: Peter / Emily
    - i. Financial report
      - 1. Bank Balance
        - a. ~\$6800
      - 2. Received some revenue from BTI for Governor's Cup and from Pioneer Wine Trail
        - a. Revenue share from entries from Governor's Cup
        - b. Donation of \$500 from Wine Trail
          - i. VERY appreciated and needed support
  - d. Research / Education: needs a chairperson

- e. Sustainability: Sidney Finan No Report until after Harvest
  - f. Inclusion and Expansion Committee: Charles / Emily
    - i. DREAM 2.0
      - 1. On fast track with St Julian (250 cases)
        - a. Label being submitted to TTB
        - b. Potential for cork and cage on sparkling packaging
      - 2. Lake Michigan College partnership
        - a. Will be reaching out to College to check out progress
          - i. Was in tirage at last update
      - 3. Other wineries invited to participate with decreased production requirement
        - a. Modales is interested in participating
      - 4. DREAM 3.0 is red blend with LFC and DREAM 4.0 is sparkling with MAWBY
      - 5. Other states interested in exploring how to replicate DREAM project
        - a. Some replications are popping up without MWC advisements
          - i. MWC is providing a value driven, inclusive product in line with initiatives of the program
    - g. Membership Committee: Bonnie
      - i. Emily will be circulating documents on Basecamp for upcoming membership/sponsorship drive
- 7) Other Business:
- a. Update from Sponsors/Suppliers/Vendors
  - b. Open board seat
    - i. Tom Petzold has resigned from his NW Grower seat
      - 1. Any nominations should be submitted to Brian Lesperance with Emily CCd
  - c. Planning next Town Hall
    - i. Exploring PA 232 is a priority
      - 1. Petition nearing required signatures
        - a. Signatures do not obligate anyone to anything outside of the program moving forward to the next step which is a temporary committee to discuss next steps
          - i. Moves to referendum and then to Governor appointed board of growers to administer the program
- 8) Public Comments:
- 9) Next meeting: September 3rd, 2024 @ 10 am
- 10) Adjourn