

Michigan Wine Collaborative

Monthly board meeting

Conference Call Minutes for Tuesday September 3, 2024 at 10am (Brian Lillie leading)

- 1) Call to Order / Roll Call
- 2) Approval of August Meeting Minutes –
 - a. Motion to approve, Peter. Seconded by Tamela
- 3) The State of Craft Beverage Report: Jenelle Jagmin
 - a. Reminder that grant application window is open
 - i. Research/Education based projects
- 4) Executive Committee Report: Brian Lillie
 - a. Election postponed
 - i. Two open seats for NW Grower
 - ii. Membership and Research/Education Committee Chairs needed
 - b. Meeting with LEO, EBridge, MI Works, etc to continue building out MICAST virtual offerings
 - i. NCMC is open to developing course
- 5) Executive Director Report: Emily Dockery
 - a. Membership/Sponsorship Drive
 - i. Reaching out to potential sponsors with invitations to support MWC
 - ii. Reaching out to wineries who have never joined MWC before
 1. Also reaching out to previous members to find ways to entice them back to membership
 - iii. Really need all hands on deck to make this drive a success
 1. Materials posted on Basecamp to assist with project
 - b. Field to Vase
 - i. MWC member winery partners include Modales, MAWBY, and Domaine Berrien
 - ii. Great marketing opportunity for MWC and participating wineries
 - iii. No investment on MWC part expect for facilitating communications with wineries, assistance with marketing, and day of execution
 - c. Marketing Committee
 - i. Potential Taste MI Invades Grand Rapids events to coincide with GR Wine, Beer, and Food Festival
 1. Exploring ways to promote Governor's Cup trophy ceremony and The DREAM wine collaboration
 - ii. 2025 Calendar
 1. FLXCursion
 2. 2025 Competition
 3. Cab-Franc-a-Palooza
 - d. Media/Press
 - i. Article for Wine Industry Advisor
 1. The DREAM project

- 2. Exploring ideas for 2nd article
 - ii. Michigan Uncorked
 - 1. Field to Vase Coverage
 - 2. Exploring ideas for 2nd article
 - iii. Please submit any story ideas to Emily to consider or circulate
- 6) Committee reports:
 - a. Marketing/Comms: Andrew Backlin
 - i. Dirt to Glass
 - 1. Great success and good partnership opportunities for MWC
 - a. Explore in kind partnerships for 2025
 - 2. Marketing Committee working on regular meeting schedule
 - a. Harvest will interrupt for a couple months
 - b. Next meeting on 9/10
 - c. Anyone interested in participating please reach out
 - b. Grants / Funding: Izabela Babinska/ Emily Dockery
 - i. Capacity building DEI grant application was declined
 - 1. Consider submitting same proposal to the MICBC research/education grant cycle
 - c. Finance: Peter / Emily
 - i. Financial report
 - 1. Bank Balance \$5k
 - a. Collected about \$900 in memberships in August
 - b. ~\$5300 in expenses in August
 - 2. Influx of income expected in September (15th) when membership dues roll in
 - d. Research / Education: needs a chairperson
 - e. Sustainability: Sidney Finan No Report until after Harvest
 - i. Plans to regroup after harvest on VineBalance Pilot
 - ii. Reach out to Sidney with any questions in the meantime
 - f. Inclusion and Expansion Committee: Charles / Emily
 - i. Preparing DREAM sparklers to launch
 - ii. Exploring ways to promote the DREAM at GR Wine Festival
 - g. Membership Committee: Need a chairperson
- 7) Other Business:
 - a. Update from Sponsors/Suppliers/Vendors
 - i. SELE Solutions works with sustainability consulting
- 8) Public Comments:
 - a. Cristin Hosmer commends D2G for honoring industry veterans with Golden Shears (Joe Herman and Craig H.)
- 9) Next meeting: November 5, 2024 @ 10 am
- 10) Adjourn