

Michigan Wine Collaborative

Monthly board meeting

Conference Call Agenda for Tuesday November 5, 2024 at 10am (Brian Lillie leading)

- 1) Call to Order / Roll Call
- 2) Approval of August Meeting Minutes –
 - a. Motioned by Iza, Seconded by Dennis
 - i. APPROVED
- 3) The State of Craft Beverage Report: Jenelle Jagmin**
- 4) Executive Committee Report: Brian Lillie
 - a. CBC Legislative Conf
 - i. Wine, Beer, Spirits, Cider
 - ii. Differs from the 2024 summit
 1. Which was funded by the MEDC
 - a. Funding withdrawn for 2025
 - iii. Save the Dates will be sent out this month
 - iv. Will be sending personal invites to representatives
 1. Submit any contacts that should be reached out to
 - b. Belle Isle Event Concept
 - i. Lucas Molloy/Molloy Bros Events (Uncork Me Michigan)
 1. Planning another event for 2025
 - a. Looking at Belle Isle as venue
 - i. Michigan Wine Foundation would need to pull special permit
 1. 24 hour non profit liquor license
 2. Will be meeting with MLCC in December
 - ii. DNR will need to approve dates and event
 - b. Last weekend of April (4/25-27)
 - i. Leading into MI Wine Month
 - c. Official vote to move forward or postpone vote by board?
(Table: Further discussion in December and explore vote.
Motioned by Bob, Second by Dennis)
 - i. What is the financial obligation for the MWC and for the wineries?
 1. Brothers Molloy underwrote entire event last year...same concept this year
 - a. MWC will contribute some general labor costs, marketing, admin expenses
 - b. Wineries provided stipends to participate
 - c. Ambassador Bridge Welcome Center
 - i. Emily secured display space for Taste MI at this MI Welcome Center
 1. Apparently lots of interest from Canada on Michigan wine
 - d. NW Orchard and Vineyard Show
 - i. January 21st and 22nd

1. MWC Annual Meeting and Election
 - a. Open board seats and committee chair positions
- 5) Executive Director Report: Emily Dockery
 - a. Taste MI Invades Grand Rapids
 - i. Grand Rapids Wine Fest
 1. Governor's Cup Booth featuring winning wines
 - a. Verterra, Blustone, Stoney Ridge, St. Julian, White Pine, Laurentide
 2. Governor's Cup trophy presentation
 3. The DREAM promotion
 - a. IE Educational Fund fundraising
 - ii. Restaurant partnerships
 - b. Continuing Sponsorship and Membership Drive
 - i. Welcome Prime Vintage
 - ii. Welcome Bos Wine
 - iii. Welcome Cafe Mamo
 - iv. Several members including board members and chair people let membership lapse...please pay ASAP
 - c. Maintaining Intl Welcome Center display
 - i. Invited to work with additional welcome centers
 1. Working on putting together Taste MI printing order
 2. Reach out with any extra barrels that we can use for additional displays
 - d. In kind sponsorship of hole on the green at Greens & Grapes
- 6) Committee reports:
 - a. Marketing/Comms: Andrew Backlin
 - i. Please join to committee so we can do more
 1. Barry O'Brien interested in participating
 - ii. Working on marketing plan for 2025
 1. Events/Competition/etc
 - b. Grants / Funding: Izabela Babinska/ Emily Dockery
 - i. See additional sheet
 - ii. SCBG
 1. MWC begin considering projects
 - a. Recommends putting work group together to discuss
 - i. Marketing committee should consider projects
 - b. Webinar hosted on 12/17
 - i. Recommended to attend if interested in applying for this grant
 - ii. Working to schedule committee meeting following week
 - iii. Couple of grant applications pertaining to MWC members
 1. Infrastructure development, rural capacity building; business development; talent development and training
 - a. May need to be submitted by wine trail or AVA based on county requirements

- 2. Waste Water Infrastructure Fund Grant
 - c. Finance: Peter / Emily
 - i. Financial report
 - 1. Bank Balance
 - a. We do have about \$30k in the collaborative and \$600 in the MI Wine Foundation account.
 - d. Research / Education: needs a chairperson
 - i. Tom Smith submitted grant via E-Bridge to develop MICAST/Tasting Room Management modules and training (MI CBC R/E Grant)
 - 1. 2 Parts
 - a. Industry
 - i. Service and management
 - b. Consumer
 - i. What to expect in tasting rooms, what to ask, tasting metrics, etc
 - e. Sustainability: Sidney Finan
 - f. Inclusion and Expansion Committee: Charles / Emily
 - i. DREAM 2.0 progressing
 - 1. Checking in with St Julian on how bottling process will go
 - a. Cork and cage vs screwtop
 - ii. Wine Business Weekly shout out(s) from Wine Business Monthly
 - 1. Article by Emily on The DREAM and IE Educational Fund
 - 2. Chuck recognized as Champion of Educational Access
 - a. Congratulations!!
 - iii. Working on solidifying DREAM 3.0 and 4.0
 - 1. 3.0
 - a. Left Foot Charley
 - i. Red
 - 2. 4.0
 - a. MAWBY
 - i. Brut style
 - g. Membership Committee: Need a chairperson
- 7) Other Business:
 - a. PA 232
 - i. Currently at a standstill due to signature issue with anonymous signers (petition sent out via MWC outlets and personal emails...newsletter...social media...etc)
 - 1. We need to obtain ~10 more signatures
 - a. Once we fulfill signature requirements the petition goes to next step of implementing temporary committee to continue discussions on next steps
 - b. If signed anonymously, you can remain anonymous but you need to send an email to electronically sign/submit support
 - i. Email GuardiolaJ1@michigan.gov
 - 2. Wine grapes are one of the few agricultural (and non) commodities in Michigan that do not currently have this type of program
 - a. PA 232 will give wine grapes a 'seat at the table'/representation
 - b. Update from Sponsors/Suppliers/Vendors
 - i. Fabian of Prime Vintage

1. Newest Gold Sponsor for MWC
2. Prime Vintage focuses solely on winery and vineyard insurance
 - a. HGI Global provider
 - b. Now expanding into Michigan
 - i. Looking forward to providing insurance for buildings, wine stock, liquor liability, wind drift overspray, events, property and transit, etc
 - ii. Hoping to participate in future industry events and meet the industry
 - c. www.primevintage.com
 - i. Fabian contact info listed on website
 - ii. Email blast with additional info has been circulated
- 8) Public Comments:
 - a. Dawn Baker w/ ShowSpan/GR Wine Festival
 - i. Excited to see Michigan support for the event/THANKS!!!
- 9) Next meeting: December 3 @ 10 am
- 10) Adjourn

1. For discussion: Specialty Crop Block Grant application opens up December 10 and is due February 6. Is the Collaborative interested in applying? If so, I recommend a working group participate in the Informational Webinar on December 17 and meet prior to the end of the year. Application information here: <https://www.michigan.gov/mdard/business-development/grantfund/specialty-crop-block-grants>

2. FYI for members, the following grant application deadlines are coming up:

Rural Development Fund Grants

Deadline: December 5

Period of performance: 18 to 24-month grant cycle

Award Amount: maximum of \$100,000

Match Requirement: 50% cash match

Funding areas: Infrastructure development; rural capacity building; business development; talent development and training

Link to grant information: <https://www.michigan.gov/mdard/business-development/grantfund/rural-development-fund-grants>

Water Infrastructure Fund Grant

Deadline: Rolling; pre-qualification form required before application is submitted

Period of performance: TBD

Award Amount: maximum \$225,000 (tiered by gallons/day)

Match Requirement: 50% cash match

Funding areas: Infrastructure development; rural capacity building; business development; talent development and training

Requirements: EGLE required Schedule of Compliance; As-Builts / Basis of Design, stamped by a Professional Engineer (P.E.)

Link to grant information: <https://www.michigan.gov/mdard/business-development/grantfund/wastewater-infrastructure-fund-grants>