

2024 Annual Meeting Agenda

1. Meeting called to order [Gina Shay, President]
2. Establishment of a quorum [Brian Lesperance, Secretary]

The members present at any properly announced meeting shall constitute a quorum (MWC Bylaws, Section 4)

3. Reading of Notice of Meeting:

Notice of Annual Meeting: *Michigan Wine Collaborative will be holding our Annual Meeting & Election on January 17th at the 2024 Northwest Orchard & Vineyard Show at the Grand Traverse Resort in Traverse City. The meeting will begin at 3:25 pm and will last about an hour.*

At this meeting we will be briefing our membership and the public on our achievements and projects from the last year, presenting our goals for 2024, getting update from our committees, and holding our Board of Directors Election.

The following positions will be included on the ballot:

Winery Seat (Other Region)- *Currently held by Chris Southern*

Winery Seat (NW Region): *OPEN SEAT*

Vendor/Supplier- *OPEN SEAT*

Vice President: *OPEN SEAT*

Honorary IT Specialist: *OPEN SEAT*

Honorary Financial Specialist: *OPEN SEAT*

We are encouraging all of our members to attend the 2024 NW Orchard & Vineyard Show and our Annual Meeting & Election in person. However, we are also offering remote participation.

4. Approval of November's Meeting Minutes

APPROVED

5. Report of Officers

1. MWC in 2023

1. Industry Support

1. Provided support in the form of grant support letters, industry event sponsorships, and WineAmerica participation.

2. Marketing

1. Launched the Taste Michigan brand and Cool is Hot campaign along with produced the first MI Governor's Cup, participated in the GR Food & Wine Show Elite Collection, maintained social media presence, and contributed to Michigan Uncorked and Michigan Wine Country publications.

3. Sponsorships

1. Expanded the MWC Sponsorship program to assist in establishing sustainable revenue for the organization and increase relationships with businesses connected to the MI wine industry.

4. Community Engagement

1. Worked to expand the MWC Talent Pipeline/4-H Viticulture Clubs and awarded the first three scholars of the IE Educational Fund.

5. Partnerships

1. Cultivated relationships with Hudson Group, Vinroom, Uncork Me! Michigan, Field Blends, Cab Franc A Palooza, Field to Vase, and others.
2. 2024 Plans
 1. Uncork Me Michigan
 1. MWC, Taste Michigan, and Vintage Michigan are sponsors of the first uncork me Michigan, an endless tasting event from 2-7pm showcases local Michigan Wine/Cider/Meads, taking place at Comerica Park in downtown Detroit.
 1. This event has a limited allotment of winery spots and MWC members have been given priority.
 2. Ink by Hudson
 1. Ink by Hudson will be launching the Michigan wine collaborative wine bar within their new Grand Rapids airport bookshop featuring kegged wine on a self serve system from MWC member wineries. the location will also be carrying taste Michigan gear.
 3. MI Governor's Cup
 1. MWC will be partnering with BTI once again for a remote wine competition in Spring 2024.
 1. Events will be held virtually followed by in person promotional opportunities for the winning wines.
 4. Field Blends Michigan
 1. This immersive 5-day food + wine excursion is focused on spotlighting the vintners, growers, farmers, chefs, and community members in and around Traverse City who shaping change and shifting the narrative on wine.
 1. MWC has partnered with Field Blends to assist in planning and promoting their epic event taking place in Traverse City June 2024.
 5. Cab Franc A Palooza
 1. This one day event is a celebration of everything Cabernet Franc, combined with live music, entertainment, performers, carnival games, food trucks, and more.
 1. Benefits for each winery and the AVA/region that the winery is from include: multiple emails to our 30,000 San Francisco Bay Area email list, promotion on our website and social media, and a guest guide given to all attendees upon arrival with winery bio, website/social links, etc.
3. Membership Update
 1. 2023 saw an increase in membership
 1. Revenue was about \$53k
 2. 188 Total Members
 1. 78 Winery & Vineyard Members

2. 23 Retail, Restaurant, Wholesalers, Supplier, etc Members
3. 10 Sponsors
4. 77 Individual and Non Voting Members

6. Report of Committees

1. Finance Committee (Peter King)

1. Budget Overview

1. Administration: \$33,600
 1. Annual Salary for Executive Director
2. Technology: \$6,724
 1. Software
 1. Wild Apricot, Basecamp, Zoom, Website, Quickbooks, etc
 2. Cell Phone
3. Miscellaneous: \$6000
 1. Variable expenses
 1. Bank transaction fees, processing fees, etc
 2. Sponsorships
 3. Events
 4. Committee Funding
 5. Grant Writing and Reporting
4. 2023 Revenue: \$53,0439
5. Current Balance: ~\$15k

2. Research & Education (Mike Moyer)

1. 2023 Achievements

1. Updates LMC's Wine Tech Program
 1. Allow increased on-line delivery of lecture based courses while enhancing hands-on learning in the vineyard and winery
 2. Lake Michigan College hosting of two VESTA courses (Shout out to Cristin Hosmer)
2. Expanded Partnerships
 1. Collaboration with Southwest Michigan Research Extension Center (Shout out to Mike Reinke and Mike DeSchaaf)
 2. Dirt to Glass Conference Planning Committee (Shout out to Amanda Danielson and Paulo Sabbatini)
 3. Assistance with Michigan Wine Folly project (Shout out to Taylor Simpson)
 4. Transfer of small lot winemaking equipment to MSU's Northwest Research Station (Shout out to Esmaeil Nasrollahiazar and Tom Zabadal)
 5. Collaboration with VESTA Resource Center (Shout out to Tom Smith)

2. 2024 Goals

1. Collaborations
 1. Continue work with 2024 Dirt to Glass Planning Committee and MSU.
2. Workforce Development
 1. Establish Lake Michigan Vintners as a US Dept of Labor Registered Apprenticeship and launch additional 4-H Viticulture Clubs.
3. Meetings
 1. Resume regular committee meetings .
4. Leadership
 1. Seek out new committee chair for 2024.
 1. Chairs do not need to be board members
3. Sustainability (Sidney Finan)
 1. 2023 Achievements
 1. Worked with LIVE to continue discussions about obtaining an official LIVE accreditation for the VineBalance workbook when it launches.
 1. <https://newyorkwines.org/wp-content/uploads/2022/02/VineBalance-2022-Version-2.pdf>
 2. The team headed by Dr. Chou and Dennis Phillips at MSU has worked in collaboration with Steve Kluemper of AgriStrategies to continue working on their app and incorporate the VineBalance criteria into it.
 1. <http://sustainableag.msu.edu/SAA.php>
 2. 2024 Goals
 1. Pilot Program
 1. Recruit at least 10-15 growers participate in a pilot program where they will utilize the workbook and provide feedback to tailor it to Michigan growing.
 2. Organizing Zoom & communications to mobilize the program
 3. Familiarize with Basecamp to streamline communications
 2. Grants
 1. Source grant writers and grants/funding that would help hire someone to run the program when it launches.
 3. Team
 1. Find more passionate individuals to participate in the sustainability committee to help organize the rollout of the program in 2025.
 4. Meetings
 1. Resume regular meetings in 2024.
 1. Looking to get meetings back on the schedule for February 2024
4. Inclusion & Expansion (Chuck Jackson/Emily Dockery)
 1. 2023 Achievements

1. Launched The DREAM Wine (1.0), a semi sweet white wine blend, in partnership with Chateau Chantal and Drew Ryan Wines. Proceeds from the wine helped fund the IE Educational Fund.
 2. Secured placement of 500 cases of The DREAM wine into the market via retail stores including Spartan Stores, Meijer Stores, Costco, and others.
 3. Awarded first IE Educational Fund awards to three recipients in the amount of \$3000.
 4. Selected St. Julian Winery & Lake Michigan College to produce The DREAM 2.0 wine.
 5. Partnered with the Field Blends: Michigan project and dedicated \$3000 of the IE Educational Fund to supporting a Trip Award.
2. 2024 Goals
 1. Dream 2.0
 1. Launch The DREAM 2.0 Sparkling Riesling (St. Julian) and Sparkling Rose (Lake Michigan College).
 2. Dream 3.0
 1. Finalize The DREAM 3.0 Red Blend and select winery partners.
 3. IE Educational Fund
 1. Format policies and procedures for the IE Educational Fund and fund additional awardees.
 4. Field Blends: MI
 1. Work with the Field Blends organizers to make the Michigan event a success.
 5. 4-H Viticulture Clubs
 1. Launching new clubs and vineyards in Detroit in order to increase exposure to underrepresented populations
 1. Extend MI Wine Country east
5. Marketing (Brian Lillie)
 1. 2023 Achievements
 1. Launched the cool is hot campaign for Taste Michigan in the Detroit and Grand Rapid metropolitan markets for Michigan wine month, launched merch page on the Taste Michigan website.
 2. Completed the 2021 specialty crop block grant to produce a statewide wine brand, Taste Michigan including full grant report and reimbursement process.
 3. Hosted MI Governor's Cup Competition
 1. Exhibited winning wines at the 2023 GR Food & Wine Show.
 2. Helped produce the 2023 Music in the Bottle Governor's Cup podcast series.

4. Cultivated partnerships with Decanter for MI Riesling profile, Vinroom, Uncork Me Michigan, Field Blends, NW Orchard & Vineyard Show to coordinate marketing track, and Cab Franc a Palooza.
5. Continued work with Hudson Group on the opening of the MI Wine Collaborative station at the Ink by Hudson Wine Bar and Bookstore in the Grand Rapids airport.
2. 2024 Goals
 1. Taste Michigan
 1. Finalize merch program for tasting room sales of Taste Michigan licensed merchandise.
 2. Governor's Cup 2024
 1. Work with Beverage Testing Institute to execute remote and virtual plans for a 2024 MI Governor's Cup Competition.
 3. Governor's Cup 2025
 1. Begin planning for an in person competition and Taste Michigan Celebration in 2025.
 4. Partnership & Events
 1. Solidify 2024 event calendar and partnerships including #PinkSociety, Uncork Me! Michigan, Field to Vase, and MORE!
 1. Bring MI wine to the city of Detroit
7. Transfer of Leadership
 1. Presidency transfers from Gina Shay to Brian Lillie
 2. Presentation of Honorary Plaques
 1. Dave Miller
 2. Gina Shay
 3. Lee Lutes
8. Presentation of 2024 MWC Election Ballot- Board of Directors and membership/bylaws change proposals (E-vote following the meeting*)
 1. Board Candidates
 1. NW WINERY SEAT: Mike Laing (MAWBY)
 2. WINERY SEAT OTHER REGION: Iza Babinska (Folklor Wine & Cider)
 3. SUPPLIER/VENDOR: Dennis Devitt (Wilbur Ellis)
 2. Executive Board Candidates
 1. VICE PRESIDENT : Andrew Backlin (Modales)
 3. No Bylaw proposals
 4. Open Seats
 1. Honorary IT Specialist
 2. Honorary Financial Strategist
9. Unfinished business
 1. MWC Strategic Plan
 1. EC completed strategic planning session in 2022
 1. Initiative to focus on include: Marketing, Sustainability, Collaborations

1. Find Funding
2. Market Michigan Wine
3. Sustainability
2. Biggest challenge in money to succeed in these areas
 1. Hoping to learn from today's Town Hall and future Town Halls
 1. Explore PA 232
 2. Earmarking licensing fees
 3. Assess membership dues
 4. In person events to drive revenue
 5. Explore donor opportunities
 1. End of Life gifts
 2. Iza interested in assisting with this strategy

10. Adjourn