

# Michigan Wine Collaborative

## Monthly board meeting

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

- 1) Call to Order / Roll Call
- 2) Approval of August Meeting Minutes –
  - a. Motion to approve by Peter King, Second by Bob
- 3) **The State of Craft Beverage Report: Jenelle Jagmin**
  - a. **Summit dates announced**
    - i. **March 11-12, 2025**
- 4) Executive Committee Report: Brian Lillie
  - a. CBC Legislative Conf
  - b. Belle Isle Event Concept
    - i. Brothers Molloy unable to participate in Detroit event in 2025
  - c. Gearing up for Annual Meeting at the NW O&V Show
    - i. January 14-15, 2025
      1. Annual Meeting on Tuesday January 14<sup>th</sup> at 4pm
      2. Please provide nominations ASAP (Deadline 1<sup>st</sup> of the year)
        - a. Submit to Brian Lesperance (MWC Secretary)
    - ii. O&V Show featuring enology, viticulture and front of house sessions
      1. Cab Franc Comparative Tasting
        - a. Open to winemakers, growers, tasting room staff
        - b. Slight up charge for this session
- 5) Executive Director Report: Emily Dockery
  - a. Taste MI Invades GR report
    - i. Winery & Restaurant Partnerships
      1. About 8 events
    - ii. Anchor event was the GR Wine, Beer, and Food Festival
      1. Governor's Cup Presentation
        - a. Presented trophy to Verterra
          - i. Poured the winning rose for a toast
        - b. Governor's Cup wine pairing events
          - i. Verterra, Blustone, Cody Kresta, and St. Julian
        - c. Taste Michigan Governor's Cup Booth
          - i. Poured winning wines from the competition
            1. Verterra, Blustone, White Pine, Stoney Ridge, Laurentide, St. Julian
  - b. Focusing now on the Annual Meeting and Election
    - i. Will be reaching out to those affected by election
      1. Board members whose seats are up for reelection and those who have been disengaged to check in
  - c. Preparing our 2025 marketing materials
    - i. Media Kit
    - ii. MWC Brochure

- iii. Social Media scheduling
    - d. #PinkSociety
      - i. Will provide information in upcoming newsletter
        - 1. Those interested in participating can reach out to Emily
- 6) Committee reports:
- a. Marketing/Comms: ?
    - i. 2025 Events
      - 1. FLXCursion
      - 2. Cab-Franc-a-Palooza
    - ii. SCBG Projects
      - 1. MI Wine Fest
  - b. Grants / Funding: Izabela Babinska/ Emily Dockery
    - i. Collaborating with Marketing to focus on SCBG opportunities
      - 1. RFP opens up 12/10...Informational webinar 12/17
        - a. Will meet with Marketing following these events to discuss plans
    - ii. Rural Development Funding Grant due later this week if interested in applying
      - 1. Tom Smith (EBridge) has developed grant application to develop modules around the MICAST program
        - a. 10 modules
          - i. 8 industry focused (5 vineyard, 3 winery)
          - ii. 2 consumer focused modules
          - iii. To be accessible virtually
        - b. To be submitted Thursday
        - c. Opportunity for revenue share for MWC
          - i. Important to develop revenue streams for the organization
    - iii. Barry O'Brien would like to participate on committee
- c. Finance: Peter / Emily
  - i. Financial report
    - 1. Bank Balance
      - a. MWC- \$22K
      - b. MWF- \$2994
        - i. Additional funds from the DREAM
    - 2. Hoping to receive additional sponsorship dollars in January
- d. Research / Education: needs a chairperson
- e. Sustainability: Sidney Finan
  - i. Planning to schedule meeting in the first quarter of 2025
    - 1. Discussing VineBalance pilot and next steps
    - 2. May be looking into SCBG
      - a. Explore funding for VineBalance rollout
- f. Inclusion and Expansion Committee: Charles / Emily
  - i. Committee has not been meeting
    - 1. In holding pattern as DREAM 2.0 is being produced and released
      - a. Lots of activity expected once that wine is released
- g. Membership Committee: Need a chairperson

- i. Please help the organization by assisting with member recruitment
  - 7) Other Business:
    - a. Update from Sponsors/Suppliers/Vendors
    - b. Brian Lillie thanks Bob Schutzki (Daddy Long Legs Vineyard; [schutzki@msu.edu](mailto:schutzki@msu.edu); 517-420-4041)
      - i. Bob assisting with pushing PA 232 forward
        - 1. Need about 10 additional signatures
          - a. If interested in providing signature reach out to Jamie Guardiola at [GuardiolaJ1@michigan.gov](mailto:GuardiolaJ1@michigan.gov)
          - b. Petition will also be circulating at industry events
            - i. GLEXPO
              - 1. Bob working to get a few minutes in front of audience
            - ii. NW O&V Show
          - c. Emily will send membership list, YouTube Town Halls links, and PA 232 marketing materials to Bob
          - d. Bob and Dave Miller making personal visits and calls to growers to collect signatures
            - i. Signatures do not guarantee or lock the industry into anything
              - 1. It moves us to the next phase of working through committee towards next steps
                - a. Just a discussion phase to shape a potential program
    - c. House of Pure Vin in the process of closing its doors
      - i. MWC wishes that team the best
      - ii. Integral in working with MWC on The DREAM project
- 8) Public Comments:
  - a. Dawn Baker of ShowSpan
    - i. Shout out to Emily and working with MWC on incorporating increased MI wine presence at the festival
    - ii. Thrilled to have Mayor of Grand Rapids be a part of the Governor's Cup trophy presentation
    - iii. Shout out to Matt Moersch for sponsoring the Cheers for Charity event and for his team going above and beyond throughout the events
- 9) Next meeting: Annual Meeting and Elections at the NWMI O&V Show Jan 14, 2025 405pm
- 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>