**Michigan Wine Collaborative**

Conference Call Agenda for Tuesday, May 4th, 2021 at 10:00 am.

1. Call to Order
2. Approval of minutes from March 2nd, 2021 Annual meeting.
3. Executive Committee Report:
   1. Wine Judging: Judgement of Michigan
      1. New format, new judges
         1. EC acting as de-facto wine competition steering committee.
         2. Budget limitations required a new approach.
      2. Mike Moyer, Director of LMC Viticulture and Enology program, Emily Dockery and Gina Shay heading up organizational efforts for event.
         1. Tuesday, August 3rd
            1. 3 Judges to a table. Taste wine flights and discuss.
            2. Use 100 point scoring system to evaluate wines. Scores roughly equivalent to medals with more detail: 70-79pts: bronze; 80-89pts Silver; 90 to 100pts Gold. Unanimous Gold receives Double Gold
            3. Certificates awarded to wines scoring 70 points or higher. Only Gold and Double Gold medals awarded.
            4. Gold Medal, Double Gold and other high scoring wines served at MI Wine Showcase Events (3) during fall and winter ’22.
4. Committee reports:
   1. Marketing: Brian Lillie
      1. SCBG Grant application status
      2. Michigan Wine Month – Emily / Brian
         1. Governor’s proclamation
         2. Lot’s of promotional materials available
   2. Grants / Funding: Gina
      1. Sponsorship report
      2. Vintage MI update
   3. Finance: Lee / Emily
   4. Research / Education: Tom Petzold.
      1. MSU meetings to fill vacant MSU Extension positions: SWMREC Viticulture Specialist; SW small fruits educator.
   5. Cold Climate: Jess
   6. Inclusion and Expansion Committee – Charles / Emily
   7. Sustainability: Josh
5. Other Business:
6. Public Comments:
7. Next meeting: Tuesday, July 6th, 2021 10:00am.
8. Adjourn

CALL IN INFO

Michigan Wine Collaborative is inviting you to a scheduled Zoom meeting.

Topic: MWC Board Meeting

Time: May 4, 2021 10:00 AM Eastern Time (US and Canada)

Every 2 months on the First Tue, until Mar 1, 2022, 6 occurrence(s)

May 4, 2021 10:00 AM

Jul 6, 2021 10:00 AM

Sep 7, 2021 10:00 AM

Nov 2, 2021 10:00 AM

Jan 4, 2022 10:00 AM

Mar 1, 2022 10:00 AM

Please download and import the following iCalendar (.ics) files to your calendar system.

Monthly: https://zoom.us/meeting/tJwqc-qrrDIsGdfGovK65Gv4Mmtomd9YXmPf/ics?icsToken=98tyKuCgqT8pGdacthqERow-B4-gb-nzplhdjadbuxDzKHYGRRWiG-9WPb97SeHo

Join Zoom Meeting

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