

# Michigan Wine Collaborative

Conference Call Minutes for Tuesday, March 2<sup>nd</sup>, 2021 at 10:00 am.

1) Call to Order

2) Approval of minutes from January 21<sup>st</sup>, 2021 Annual meeting.

APPROVED

3) Executive Committee Report:

- a. MWC 2021 Annual Meeting at NW Orchard and Vineyard Show January 21, 2021
  - i. Virtual meeting – well attended. Nearly 50 attendees
  - ii. MWC showed lots of progress for the most difficult year we will likely see – ever.
  - iii. Bylaws changes passed
  - iv. New Board members: Need Board vote on Chris Southern – Detroit Winery
    1. Write in
    2. Emily sent out credentials for Chris to the board
    3. Motion to accept Chris to the MWC Board
      - a. Motion by Gina Shay
      - b. Second Dave Miller
      - c. Unanimous vote to include Chris on the board

b. Wine Competition:

- i. MSU Kellogg Center: agreement has been cancelled.
- ii. Working with Viticulture and Enology Program at LMC to host event at Mendel Center.
  1. Tuesday, August 3<sup>rd</sup> proposed date – no Gold Medal Reception planned due to COVID.
    - a. Gold Medal wines served at MI Wine Showcase Events (3) during fall and winter '22.
  2. New format, new judges
    - a. Local judges
      - i. Complaints of palate fatigue
        1. Mike Moyer working to strategize how to cut back on flights per judges
        2. Eliminate Best of Show round
      - ii. Saving money
      - iii. Increase diversity among judges
      - iv. Better potential for bringing these wines into local retailers, restaurants, publications, etc
      - v. Potentially offer amateur category
    - b. New scoring format
      - i. Provide score and gold medals
      - ii. Winning wines to provide structure for traveling showcases
    - c. Efficacy of new competition layout beneficial
      - i. Would dollars be spent better for marketing instead?

1. This WOULD be a marketing event
3. EC acting as de-facto wine competition committee. Emily working with Mike Moyer, Director LMC Viticulture and Enology program on competition details.
4. ANY input is valuable from the board and industry

4) Committee reports:

a. Marketing: Brian Lillie

i. SCBG Grant application

1. Submitted last week
  - a. Will know in October if we are awarded
    - i. October 2020-Sept 2023
2. Submit support letter for submission after the fact
3. Will need more committee members to administer the grant if awarded
4. Marketing project- Rebranding Michigan Wine
  - a. Interviewing marketing firms to find partner
    - i. Narrowed down to Group Ex, Gyro Creative, Factory Detroit...leaning towards Factory Detroit
      1. Mark Lantz of Pure Michigan campaign runs Factory Detroit
      2. Hoping for a campaign with the emotional connection of Pure Michigan
  - b. Surveying wine trails, wineries, growers for grape production and sales
  - c. MI wine month promotional increase
    - i. To encourage travel to tasting rooms

ii. MI Wine Month Proclamation

1. Need to submit request to governor
2. Brian Lillie and Dave Miller to coordinate

b. Grants / Funding: Gina

i. Sponsorship report

1. About \$10k in sponsorships
  - a. Goal is \$50k
    - i. Inquiring with larger grocery chains, corporations, sports teams, etc
      1. Pitching wine education/team building exercises as a benefit

c. Finance: Lee / Emily

i. Budget set for 2021

1. Budget laid out in Annual Meeting Minutes
  - a. Fund expenditures based on membership feedback
2. Holding at about \$30k in accounts
3. Working to transition to Quickbooks
  - a. Working with Emily to improve streamlining finances
4. Working with accountant on taxes

- d. Research / Education: Tom Petzold.
  - i. Met with Nikki Rothwell / MSU to discuss expansion of NMRS lab space for Esmaeil N.
    - 1. Discussed new lab development
      - a. Wine industry one of biggest beneficiaries
        - i. Great potential for viticultural research
          - 1. Possible enology too
        - ii. Funded by Tree Fruit Commission (\$300k expansion)
          - 1. Wine industry would just be borrowing space
            - a. Working to find funding to secure a piece of the action and contribute funds
    - 2. Eshmaiel gave overview of potential projects
    - 3. Lost SW Extension specialist, Katherine East
      - a. Working to find a replacement
        - i. Being kept alive by supporting MSUE employees
      - b. Lots going on at MSU so process a little stagnant
  - ii. Education
    - 1. COVID cut down on opportunities
      - a. Communicating with players virtually
    - 2. Tom Smith working on some related projects
      - a. VESTA
        - i. Not very affected with pandemic
        - ii. Current VESTA project going through summer with additional grant apps submitted
      - b. Project GREEN- MWC Talent Pipeline
        - i. Establish 4H Viticulture program
          - 1. Lots of regional interest in curriculum sharing
          - 2. Piloting in SE MI
            - a. Pingree, Youngblood Vineyards
            - b. Emily working on videos and content
            - c. Collaborating with Inclusion & Expansion Committee
            - d. Focusing on developing resources while we cannot meet face to face
        - ii. Expansion on apprenticeships
          - 1. Expansion grant awarded to work statewide
            - a. Includes all industries
              - i. Reached out to include MI wine and grape industries
            - b. \$2200 can be funded if apprentice brought on
            - c. Looking at additional grants for funding support
          - iii. Reach out to Tom Smith with any questions
    - 3. Working on scheduling a committee meeting for the end of March
    - 4. MSU Fermentation Science
      - a. Looking to expand

- b. Successful program with graduates
        - c. Dave Miller arguing for fermentation lab
      - iii. MSU Grape Kickoff- MARCH 23 (Statewide)
        - 1. Virtual
        - 2. Looking for presentation topics
        - 3. MGS working on a Cold Hardy Study
          - a. Bill Shane working on this project in Katherine East's absence
          - b. Hoping to present on this during this event
          - c. Looking to bring someone in from WA state to provide perspective on this project and success
          - d. Looking to be able to provide real time alerts for the vineyards
    - e. Cold Climate: Jess (absent)
      - i. See Chair report
    - f. Inclusion and Expansion Committee – Charles / Emily
      - i. Added new members
        - 1. With background in Public Relations and Project Management
      - ii. Brainstorming ideas for fundraiser relaunch
        - 1. Tying in with MI wine month
      - iii. Working on marketing ideas for MI Wine Month
    - g. Sustainability: Josh
- 5) Other Business:
  - a. CBC Report – Jenelle Jagmin
    - i. MCBC funded research grants for FY21
      - 1. \$274,000/9 Projects moving forward
    - ii. MCBC strategic plan objectives (new)
      - 1. Brian Lesperance working with promotion committee
      - 2. Advance the agricultural craft beverage supply chain
      - 3. Invest in future
      - 4. Become an information resource entity
      - 5. Develop marketing tools
      - 6. Support craft beverage business development
    - iii. Specialty Crop Block Grant – grower directory
      - 1. Database of grape varieties and location
    - iv. Next Meeting April 14<sup>th</sup>
    - v. Peter Anastor no longer with MDARD
      - 1. Now with MDOT
      - 2. Jamie now in Peter's old position at MDARD
- 6) Public Comments:
  - a. PA 232 Update
    - i. Probably won't gain momentum again until next year
    - ii. Next step is to discuss with growers and decide on efficacy
    - iii. Will require regular votes to maintain
  - b. MI Wine Country Magazine

- i. Release MI wine month
- ii. Working to leverage all media channels
- iii. Ed Peabody needs industry support on this
  - 1. Please contact about advertising opportunities
- iv. #OPENLOCALWINE
  - 1. April 10<sup>th</sup>
  - 2. Black Star, Modales, and Amoritas participating
  - 3. Free program
    - a. Feel free to submit deal pack and info for promotion
    - b. Marketing included
    - c. Will be sending out a reminder call to action
  - 4. Raised over 40k last May

7) Next meeting: May 4<sup>th</sup>, 2021 10:00am.

8) Adjourn