

Minnesota Grape Growers Association
Board of Directors Meeting Minutes

Indian Island Winery

October 28, 2024

I. Roll Call and Agenda Review

President Josie Boyle called to order the Monthly Meeting of the Minnesota Grape Growers Association Board of Directors at 11:28am on October 28, 2024, at Indian Island Winery in Janesville, MN..

Luke Stultz present over Zoom, and Madeline Wimmer present.

Roll call

X	Josie Boyle	X	Jenny Ellenbecker
X	Krista Kopperud	X	John Taylor
X	Becca Moinichen		Paige Bouc
	John Howe	X	Richard Uytdewilligen
X	Blake Luehmann		
	Bryan Forbes		
X	Randy Gutzman		
X	Ben Banks		
	Kevin Kautz		

Board Meeting Minutes

1. Welcome, Roll Call and Agenda Review

- a. Agenda approval - Jenny so moved, seconded by Krista.
- b. Conflict of Interest form - Everyone present gave their forms to Becca to be scanned and kept in the Google Drive. Anyone not present to fill out and email to Becca to be kept in the Google Drive.

2. Minutes Approval – Becca Moinichen gave a quick recap of last meeting’s minutes.

- a. 8/19/24 Minutes - John moved, Randy seconded

3. Finance Committee – John Taylor

- a. Treasurer’s Report - handed out to everyone present. Still more expenses from ICCWC (engraving, plaques, UofM). We talked about filing taxes, including funds from Blue Pay and how they got taken care of. Should be in 2024 tax forms as income - Still need to break that down as membership vs conference. Approved by Jameison, seconded by Ben
- b. New P.O. Box - Executive committee agreed to have Luke Stultz set up PO box by him. He’s to forward any information necessary to the correct party. Josie to send the PO Box number out to everyone..
- c. US Bank transition - John and Krista to stop at US bank in Mankato to switch account info over to John. *They ran out of time, to be done at a later date.
 - Need to be done by executive committee members: List out all information about who has access to what accounts, etc. Add to document what roles and responsibilities that are already in the works

4. ICCWC – Ben Banks

- a. Medals and Plaques and Trophy still need to be engraved. Everything else is done for this year! Ben to get all numbers out soon. Need to do profit sharing with the UMN. A few plaques got sent to the wrong people, so Ben fixed it. Out of medals, so we could redesign for next year! Ben and John T to set a meeting in December for next ICCWC meeting. Plan to have the competition in May next year.

5. Cold Climate Conference – Josie Boyle

- a. Update - no meetings yet. Josie would like to get a formal committee together, which ended up happening right then and there with Randy, Jameison and Jenny. Need to start with a budget, find speakers, etc. The plan is to use EventBrite again for signups.
 - a. Randy requested a marketing speaker

6. Legislative Committee – Jenny Ellenbecker

- a. Discussion about ability to offer different categories for licensed wineries: self-distribute, commercial, on/off sale, etc. Currently, the different licenses don't allow you to do certain things, and perhaps we could push for a third license like a "brewpub" that allows for selling beer and spirits on-sale.
- b. And we had talked about pushing for more avenues for selling such as farmers markets.
- c. Still need to do a wine and grape day at the capital. Get members to all go on the same day. Get a list of asks before January with the agenda to bring forward. John Howe and Jenny to bring that list (about 3 items) to the next meeting.

- i. Good to have a new logo beforehand
- ii. Madeline offered to be there too
- d. Minnesota Grown offered money to put toward our marketing efforts. Opportunity to take advantage of.

7. State Fair Booth – Becca Moinichen

- a. Gave an overview of the 2024 state fair. Overall success! We had 77% of the timeslots filled, and only 4 completely open. That was below last year of 87% filled and 2 slots open.
- b. Speakers for next year: Try to have 2 or 3 people lined up for one speech. That way we don't have last minute changes like we have the last 2 years. Also, do on a weekend day to have more foot traffic.
- C. Stickers were not allowed, so we handed them out to the MGGA board and Randy took them for an upcoming event.
- e. Poster and handouts were a great addition! Next year or next update, make sure to add wisconsin members as well.
- f. Survey results: Gave an overview of survey results (can be found in the MGGA Google Drive). Gave a \$25 gift card to 7 Vines Winery.
- g. Passports is always a big question. Becca asked to do Tshirts for our volunteers for upcoming events, including the CCC, ICCWC, and State Fair. Proposed budget was \$300, but only used 150.41 on stickers and stamps

B. For next year, ask about what it takes to be able to sell something at the booth.

8. Wine Marketing Committee – Josie Boyle. No meetings since harvest started. Need to schedule a meeting. Would like to do a wine fest next year. Talk about doing it with the cider people.

- a. Website and rebranding - hire someone to do new graphics from the outside. And set up a new website - something maybe we can maintain. Proposal from Gish and Co from Luke - \$4000 for website building. Luke was going to look at our current website about paying month to month, currently a yearly fee of \$4000.
- b. MNFWA - no talk from them. Majority of MGGA says not worth trying to get their assets.
- c. Discussion on Potential to sell at farmer's markets? There are licensing issues. We want to find untapped markets like getting Minnesota wines at a farmers market. One idea was to pay for a spot that is shared between wineries. Figure out how to do off-sale. Thrown out there to maybe try this instead of spending money on festivals. Would be a Legislative Committee discussion.
- d. Keeping within the 10 hours/week with Luke Stultz. Discussion about continuing his contract after the initial 6mo is up, and everyone was in favor.
- e. Discussion about sponsorships, grants, Madeline open for partnerships and do a class at an event, maybe CCC - Background in pruning.

9. By-laws and Membership – John Taylor

a. New by-laws draft. Nothing new from August. Trying to get this to the membership before annual meeting. Not sure if we're there yet, to approve changes as a board. Last committee meeting for changes was July.

B. went through the changes. Only positive feedback. Amend current bylaws, three main areas to include more of the wine and grape community. Potentially offer listening sessions to members to get by-in before final vote. No current change to membership section.

- Adding requirements about governing board requirements.

- Schedule a listening session in December
- Adding an officer as a transitional person - Officer Emeritus. Changing treasurer's term to 3 years and no term limits. Discussion about creating term limits for executive board and also board members. Decided to reelect individually at the end of their term, rather than group reelection.
- Added that bylaws be reviewed every three years and give update at annual meeting
- Vote at next meeting. Becca is to remind to review the document

10. New Business

a. Passports - problem is administration: different pricing models at different wineries. Not an easy answer

B. November meeting was pushed back a week, for November 25 at 9am over Zoom.

11. Adjourn - Krista made a motion, John T seconded at 1:47pm