

**Minnesota Grape Growers Association  
Board of Directors Meeting Minutes**

Zoom

December 16, 2024 at 9am

**I. Roll Call and Agenda Review**

PRESIDENT called to order the Monthly Meeting of the Minnesota Grape Growers Association Board of Directors at 9:08AM on December 16, 2024, over Zoom.

Drew Horton, Soon Li Teh and Luke Stultz also present.

Roll call

X	Josie Boyle X	X	Jenny Ellenbecker X left at 10
X	Krista Kopperud X		John Taylor X
X	Becca Moinichen X	X	Paige Bouc
X	John Howe	X	Richard Uytdewilligen
	Blake Luehmann X		Jamieson Lindquist X
X	Bryan Forbes X joined at 9:10, left at 10		
X	Randy Gutzman X left at 10		
	Ben Banks X		
	Kevin Kautz		

## Board Meeting Minutes

12/16/24 via Zoom

### 1. Welcome, Roll Call and Agenda Review – Josie Boyle

a. Agenda approval - Krista motioned to approve, Randy seconded

### 2. Minutes Approval – Becca Moinichen

a. 11/25/24 Minutes - Randy Motioned to approve, John Howe seconded

### 3. Finance Committee – John Taylor

a. Treasurer's Report - We have a \$2600 bill for taxes. Membership renewal usually takes place around this time of year, and we have already had 7 renewals in the last few weeks. Still need to talk about more ways to increase our profit to cover bigger expenses coming up in the next year.

b. Motion to approve financial statements by Randy, seconded by Bryan

### 4. Cold Climate Conference – Josie Boyle

a. Budget approval - Josie went through the budget estimating 70 paying attendees. Talked about potential ways to cut costs - maybe in food, also talked about potential sponsorship opportunities. Planning to have 2-3 vendor booths, which would provide a small revenue. Estimating on the high end for a budget of \$10,000. Set ticket price at \$200 for members and \$250 for nonmembers. Suggested to offer an "early discount" and make day-of registration more expensive. Motion to approve budget by Randy, seconded by Bryan.

b. Schedule - met a few times in the last few weeks, working on finalizing the schedule and getting speakers lined up. Josie showed the schedule that they have put together so far. Planning to separate the ballroom to make one side enology and the other side viticulture on Tuesday. Haven't set the wines for dinner yet.

c. Drew talked about Erin Norton not in town for the fault sensory presentation. Drew and Erin's grad student can fill in. He talked about his plan for the presentation on Tuesday of the conference. He offered to finish off the UMN update on Wednesday with a tasting, each person to potentially try 8 glasses of Clarion.

### 5. Website and rebranding - Josie Boyle / Luke Stultz

a. Next steps - renewal date for YM is January 21, we can pay monthly but need to sign a contract and it's more expensive. If we want to pay 3-4 months, we have to pay for

the whole year. There was discussion about what the next steps should be and considerations of costs and functionality of the old vs a new website and getting it done in time for renewing memberships and accessing information for the conference. Discussion about who is accessing the website right now. Luke to ask if we need to give notice for cancelling the YM website. No one opposed to cancelling at the beginning of the year and having a very basic WIX website until we get something better set up and moving membership due date to March this year and back to January next year.

b. Motion to end our contract with YM and move forward with creating a new website for members with the goal to have an outline to present to membership during our annual meeting with a budget of up to \$1000 by Krista, seconded by Randy.

c. Annual meeting is February 25, 2025. The goal would be to have something of a website to present at the annual meeting. The want is to move forward with starting the rebranding and can always keep MGGA if we don't change ... Motion to engage the new company in starting the rebranding at a cost of \$4,000 by Becca, seconded by Krista. Opposed by John Howe. He said we shouldn't start this process until after the Annual meeting, and we know exactly what we are changing (by-law updates and MGGA to MWGA). He does agree with moving forward with an updated website before we start the rebranding process. More discussion about having a clear direction of exactly what we want before we spend money and hire someone to do work. The plan is to hold off until the listening sessions give feedback. Luke to create a bare-bones website with some necessary information and link to the Eventbrite for the CCC - Randy moved to reconsider the motion, Paige seconded. No one opposed. Revoted on the original motion with all opposed.

#### 6. By-laws and Membership - John Taylor

a. Listening sessions - two are scheduled. Josie to send out another email to get membership aware of the scheduled sessions. Board meeting scheduled after these listening sessions for us to discuss before bringing to the annual meeting.

#### 7. Legislative Committee – John Howe

a. Action items for legislative session - discuss the state grape at the annual meeting

#### 8. New Business

a. None - Randy said many nice things about the work that we're all doing to move forward with MGGA

#### 9. Adjourn at 10:30am by John, seconded by Krista