

**Minnesota Wine and Grape Alliance
Board of Directors Meeting Minutes**

Zoom

April 17, 2025

I. Roll Call and Agenda Review

Josie Boyle called to order the Monthly Meeting of the Minnesota Wine and Grape Alliance Board of Directors at 9:36 am on April 17, 2025, over Zoom.

Luke Stultz, Drew Horton and Madeline Wimmer present.

Roll call

X	Josie Boyle	X	John Taylor
X	Krista Kopperud		Richard Uytdewilligen
X	Becca Moinichen	X	Jamieson Lindquist
	John Howe	X	David Wett
	Blake Luehmann	X	Jayden Corliss
X	Bryan Forbes		
X	Randy Gutzman		
X	Ben Banks		
X	Jenny Ellenbecker		

Board Meeting Minutes

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

a. Agenda approval - Motion made by Randy to start the meeting at 9:35am and approve the minutes, seconded by Bryan. Motion carried.

2. Minutes Approval – Becca Moinichen

a. 3/17/25 Minutes - Motion to approve the minutes by Krista, seconded by Bryan. Motion carried.

b. BOD Contact Info - We talked about the contact information form that we have put together, and Josie asked that anyone send an email to Becca with any necessary changes.

3. Finance Committee – John Taylor

a. Treasurer's Report - Still working on getting the books finalized for 2024. John is asking to file an extension for taxes, which are due next month. Working on getting credit cards for the President, VP and Treasurer. John is looking into finding a higher interest savings account through US bank. There was discussion about finding a CD account, what our current savings and checking account balances are and what minimum amounts we want to leave in each account, and how to approve movement of money by the treasurer. John is to put together a document listing options to discuss CD accounts and what rates are available.

4. Executive Committee – Josie Boyle

a. Election of Officer Emeritus - Josie didn't get an email out to the board, but she did talk to Jenny about being the Officer Emeritus. Jenny agrees to this position. Motion to elect Jenny as the Officer Emeritus by Randy and seconded by John. Motion carried.

5. ICCWC – Ben Banks

a. Update - The week of July 14, depending on when the arboretum is available. Ben plans to present the check to the UMN for their part. Benj is still working on what the amount comes to. He plans to get the email out to the public next week with the plan. Similar fee structure as last year. As for the rebranding and a new logo, we are still working on it. John suggested using the same style of metals this year and only get enough for the year; use new ones next year with our updated logo. Drew will be storing the wine at the HRC but can't accept them until June 14th.

6. Wine Marketing Committee – Krista Kopperud

a. Update - hoping to have a meeting sometime next week! Plan is to revisit the MN wine day, but she's open to other ideas and what everyone thinks they can accomplish.

7. Cold Climate Conference – Josie Boyle

a. Update - No meetings yet to plan for next year. Several conference centers have reached out to host the next conference. Thinking about St. Cloud or Mankato. Suggestion to do another wine walk - Double Tree is set up nicely. Have another trade show. John suggested reaching out to membership asking for any ideas of where to host a wine walk that would generate public interest.

8. Legislative Committee – Jenny Ellenbecker

a. Update - No update.

9. State Fair – Becca Moinichen

a. Update - No update.

10. Viticulture and Enology – Bryan Forbes

a. Update - Bryan has a few ideas into a shared google doc. Hoping to get maybe 4 seminars set up a year. Josie asked if we could turn one of the seminars into the annual membership picnic. Madeline said to reach out if they wanted UMN extension to participate in any of the seminars.

11. Membership – Jamieson Lindquist

a. Update - No update. Some more discussion about marketing opportunities and how to reach out to more people.

12. Old Business

a. Rebranding - Gish is the company we are still thinking about using. Josie shared their proposal that was sent to us for rebranding. \$4000 would include a new logo, additional graphics, templates and technical assistance with the website. This doesn't include running social media, but they can do that if we are interested. Josie looked into another company, but they were offering way more than we were interested in. There was discussion about what Gish is offering and what other things they offer. John and Bryan asked for some visual examples of what they've done before.

11. New Business

13. Adjourn