MHTG Board Meeting
19:00, 25 January 2011
Big 10 Pub

BOD Present: Eric Schoville, Jaquie Rice, Bill Rogers, Cheri Carr, Judy Kusek, Fred Swanson, Mark Schnepper, and Mark Alfred. Absent: Stefan Berggren. Member present: Mark Garthwaite

1) Call to Order – 19:00 by President Eric Schoville.

- Neither additions nor changes to the agenda were needed.

2) Comments from Members

- None.

3) Approval of last meeting's minutes

- No minutes are available to approve at this time. Eric will request previous minutes.

4) Officer Reports

<u>President</u>

- Nothing new to report at this time.
- Welcomed two new board members, Cheri Carr and Mark Schnepper.
- Asked GT Chair Bill Rogers about the state filing fee for our annual report. Bill said it is $10 year, we currently owe $30, will pay by March.

<u>Vice President</u>

- Presented approval requests for 23 pending members. They were e-mailed to the board to review. Any issues with new names? Fred moved to approve, Jaquie second. New members approved.
- Fred said he had read research stating 200 members is an optimal number for a viable and sustainable group that does not splinter into factions. Do we have an optimal number in mind? Food for thought.

<u>Treasurer</u>

- Judy provided January Profit and Loss YTD. Contains our current fiscal situation, budget to date, and major transactions. Judy will have the regular reports at the meeting.
- Regarding membership, dues we have deposited for 2011 is 207 paid members, including the new members. Some regular members are not paying dues as soon as they should. Some may be choosing not to renew.

<u>Secretary</u>

- Happy to be newly elected. No news to report.

<u>Great Taste Chair</u>

- Bill reports we have a couple new food vender requests, a sub sandwich place - which we have already (do we need two?) and a popcorn guy.

- Thurs meeting with Tony Jaques about group sales. There are some new homebrew clubs that are interested in it. We might not want to increase new groups; we do have brewers that are interested.

5) Committee Reports

- Board liaisons for committees assigned:
  - Cider: Mark Schnepper
  - Club Trip: Fred Swanson
  - Club Space: Mark Alfred
  - Competition: Mark Schnepper
  - Education: Bill Rogers
  - Finance: Judy Kusek
  - Giving: Stefan Berggren
  - Membership: Jaquie Rice
  - Social/Events: Jaquie Rice (renamed Events later during meeting)
  - Web: Eric Schoville
  - Welcoming: Cheri Carr (created later during this meeting)
- No reports from committees at this time. Judy said Finance will be meeting this week.

6) Special Orders – None Scheduled

7) Old business – None

8) New business

A) Committees for 2011

We have had for four or five years. The ad hock brew system will fall under Club Space and Equipment. Any others we want? Great Taste is not necessarily a committee, czars and board acting as the committee seems to be working.

B) Website Upgrade

- New system:

Harry Harris has been working with Eric for a new content management system. The look will be the same, some things will be moved, files not yet moved, it will take a while to move five years of files. Eric wants to move to a new website soon, before great taste ticket sales preferably. The current server through Steve Andres may be able to be improved upon at this point, Eric asked about moving to a hosting service. He stated it would be a budget item, probably about $15 per month for security, etc. Eric wants to stop with maintenance on the old one and is looking into a shared host. He will talk to Steve about it and hopes to transfer it over in Feb. Drupal.mhtg.org is the temp url.

- Groups:

The new website will change the dynamic of how groups work, and mailing lists will become forms, users will be able to choose a subscription level, including digest format options, and the ability to browse the chat lists and have more lists to choose from. Jaquie remembered bringing this up in a past meeting. This would be the time to review those lists. Possible searchable groups could include foods or distilling for example (we can brainstorm). The new system will allow non-members to register, although the content will be limited, but they could see things such at GT, home brewing, and other public forums. An editor would be filtering the content and posting.

- Payment via website:

Discussion occurred regarding on-line payment options through Paypal or Google. The anniversary book would be a good starting point for a pay on–line system. Would we want to charge the fee to the user or eat the cost? Is our goal reducing the load of paper checks? If so, we could eat the cost. The downfall might be that we lose some of the face to face contact with new members.

C) Madison Beer Week

There is not a list of events yet, Bill recently met with the distributors. As things get scheduled, he will report back.

What involvement should the club have? We could do sessions such as "how to taste beer" or "how to homebrew". Where would we hold our sessions? Ideas included Capital Stage, or the Vintage backroom. We should be aware we are taking only a part or a session, rather than taking on a large role regarding the entire event. Mark Schnepper will talk to Tony Jaques to see if Education wants to put something together. Ideas include a video continuous loop for people to see at a booth. Mark Schnepper will bring a video camera to the brew in this weekend to get some footage.

D) Style of the Month/Strategic Beer Reserve

Style of month is missed by some of us. SBR could be used to pick styles. Since there is not a budget for it, we could have people bring a certain style, keeping it more informal. If board wanted to approve a budget, it could be discussed. Any beer break should be within the meeting and kept orderly. Fred can get the list of SBR to Eric and we could take a month at a time for planning purposes, starting with Wed.

Eric moved to approve $100 contingency fund for this Wed. meeting, and add to it with SBR. Bill second.

Judy stated we already increased beer subsidy from $5000 to $6000, and stated she would prefer to take it out of the beer at meetings category and adjust later. Judy moved to amend to take it out of subsidy money. Eric accepted. Bill accepted. Motion passed.

E) 25th Anniversary Book

Kate Stalker is sending a survey to the membership for stories, quotes, anecdotes, and the joys and trials of putting on the GT. Everyone agreed the "Meet the founders" was a hit, and Judy will transcribe the audio tapes from that meeting. Sara (the author) is starting to set the structure and layout. Bill has met with the layout guy and is looking at layouts. Jim Mayhew is digging up quotes and other things. Sara has interviewed Fred, and will conduct more interviews, for more audio tapes. Fred said Sara wants to do a brewers survey and is looking for uplifting stories from long time brewers that appreciate the event who can add some entertaining elements. They are going through member photos, and can look at the website member photos. Fred would like to get folks together to look over programs and jog memories for stories/highlights from various years.

F) Welcoming New Members
Eric stated over the years people feel the club is not welcoming to new members. What can we do to increase new member comfort level? Suggestions included nametags with the logo that would be required for the beer subsidy; photos for members, required and attached so everyone can see who the members are; mentoring new members to lead them in a certain way depending on their reasons for joining. There is currently a “welcome to new members” e-mail that gets sent out, and there is a membership booklet being created that could be attached to the welcoming e-mail. Mark A said he introduces and meets new members (through Membership). Judy stated we could have a committee to welcome the new members and give them information on the club. It was stated that Social was created for this, but it is now more focused on events. Could membership committee be assigned these tasks as part of welcoming the new member. Mark Al said a membership guide is very nearly done. Should we have a new committee for this? We can have a Job Fair at a meeting where every committee liaison could speak on behalf of their committee to get members, but would only target members at the meetings.
It was decided that Welcoming committee is a new committee (Cheri will liaison)
Social Committee changed to Events.

G) BJCP Classes
Who do we have for national judges? Bob Paulino, Steve Klafka, Keith Symonds. We have twelve slots available. It may be possible that we could go up to 15. It was discussed that we need to decide how to choose who takes the exam if there were more than allotted taking the class in order to get judges. If the class were large, a pre-test could be given after the class, and the top 12 scores be chosen to take the exam. It is $50 to take test, with reimbursement upon a passing test score. Eric will talk to Tony and decide on how to propose 12 people to take the exam.

H) Social Meeting Locations
Should the social calendar format be reevaluated? Should the club become more of a roaming club? There are many good new brew pubs. Does the board wish to resurvey the membership? Perhaps do a short survey, asking if the membership is happy with the social calendar. We should also think of the community, and how we want to share our social outings by supporting brewers and brewpubs. Could we throw out one more business meeting (Our bylaws require ten) for one more social? The fifth Wed will be a traveling social; in the recent past it has been both traveling and has defaulted to the Malthouse. Eric will create a survey.

I) Board Meeting Locations
Feb: Come Back Inn
Mar: Dexter’s basement

Calendar:

Sun Feb 13: fifth annual Save Second Base Breast Cancer Fundraiser, with 12 brewers and 5 distilleries $20 at Dexter’s.

Thurs Feb 17: Distill America at the Edgewater Hotel.

9) **Adjournment** – 20:45
Motion made by Judy, second by Fred. Adjourned

Minutes submitted 27 January 2011 by Cheri Carr, Secretary