

MHTG Board Meeting

19:00, 27 April 2011

Brocach Irish Pub

BOD Present: Eric Schoville, Jaquie Rice, Cheri Carr, Judy Kusek, Stefan Berggren, Fred Swanson, Mark Schnepfer, Mark Alfred, and Bill Rogers.

Members present: Keith Symonds, Jim Meyhew, Dan Bush

1) Call to Order – 19:11 pm. President.

2) Comments from Members

None

3) Approval of last meeting's minutes

APPROVED VIA E MAIL

4) Officer Reports

President

- Received a thank you card from Burning Socks at the Rocks

Vice President

- Sent an e-mail about new members. 8 pending.
- MOTION to accept new members APPROVED.

Treasurer

- Had the first ticket deposit this week. \$19,855 in group ticket sales
- Wrote a check for the book, also to Sara White. Sara is close to done.

Secretary

- No report

Great Taste Chair

- We have tickets! Bill was ready to reject due to smudging, but decided to use, printer is giving a discount. Moisture problems. Will customers notice and not like them? Why not digital print? Tried to get it but can't.
- First draft on the logo. Giant teddy bear straddling the capitol to get to the beer fest. It is different but kind of cute.
- Lots of new brewers want to come to the fest.
- Going through the book, thinking we could use a photographer maybe. The photos taken will need to become the property of MHTG rather than someone's photos.
- Eric said he talked to Bucky's and put in the order.

5) Committee Reports

- CIDER: Mark Schnepfer: Meeting coming up soon, before the business meeting.
- CLUB GOODWILL TRIP: Fred Swanson: Looking for a Chicago cheese maker for the trip.

- CLUB SPACE: Mark Alfred: No news.
- COMPETITION: Mark Schnepfer:
- EDUCATION: Bill Rogers: no report.
- EVENTS: Jaquie Rice: Meeting at Merchant. Calendar is updated.
- FINANCE: Judy Kusek: Has the details of the deposit procedure. It is safer and more secure than in previous years. See Judy if you wish to discuss. Financial institution happy to help arrange with us.
- GIVING: Stefan Berggren: Meeting tomorrow at Capital at 8 pm. Eric said Atwood fest is looking for licensed bartenders.
- MEMBERSHIP: Jaquie Rice: Haven't met.
- WEB: Eric Schoville: Looking for someone at each ticket location to use smart phones to tweet info such as line size etc. by sending a message to MHTG website. Eric asked for a list of ticket sellers to get a tweeter at each.

6) Special Orders – None Scheduled

7) Old business

A) Anniversary book

Bill and Kate S. have been through Sara's text two or three times. They have all the photos they need. They are mainly confirming that they do not have anything missing and are looking toward assembly now. Won't be ready to sell by this weekend, but the ticket captains will be given sale slips to hand out for purchasing the book, Eric has been working on the shopping cart website feature, a Google check out and pay pal account. Eric needs a picture of book and an image of the first couple pages for a "teaser", and perhaps a spread of pictures. Flat rate might be the best shipping option. Eric needs to know weight of book. Book should not be taxed, profits go to charity. Eric checked on Dept. of Revenue website which didn't say anything about merchandise sales and tax exemption. Stefan said we had this issue with t shirts previously and Joe Frattinger may know. Judy said we may not have to. They will look into it.

B) Beer phone

Bob Paolino e mailed some options for pay as you go phones. Fred said the contract is up in Sept., US cellular has a cheaper plan than we have currently. Judy and Fred will look at prices in plans or pay as you go. The pay as you go may not be the best option for high volumes of calls.

8) New Business

A) Economic Impact Statement

Jim Mayhew and Dan Bush presented details of the potential plan. Dan is a new member and holds a masters degree in Public Affairs from UW. The proposal is to create an Economic Impact Statement for the GT to help determine the effect of the GT on the economy of Madison and the surrounding area. This could help us in the future planning with the city. It

could be quite helpful to be able to state to the city officials how our event impacts the local economy. The finance committee supported looking in to a study, and a budget request of up to \$1,000 for start up was presented, although it is unlikely it would cost that much. The costs could include printing, postage, consultation fees, etc. A survey that would make use of a smart phone app could work well and eliminate paperwork and mailings. Tourism and UW Extension may be able to be involved.

The main question to be answered is how much money is being spent in Dane County as a result of the GT that wouldn't be spent if GT was not in town, both in terms of direct and indirect impact. Indirect impact may include things such as extra employees to cover more customers etc. UW Extension said they can help us out with this.

Five survey groups were identified: 1. Attendees, 2. Exhibitors, 3. Non-attendees e.g. spouses etc., 4. Vendors at the fest and 5. MHTG itself in regards to spending. Surveys could be done through the use of smart phone apps so the data can be directly entered. Volunteers will be needed so conduct the surveys, probably 20 volunteers at two hour shifts would be desirable. Dan could be act as czar for the survey process and could run the volunteers through the standard GT procedure. Fred can handle the brewer end of the survey. A typical study needs at least 20% reporting for viability. As far as budget, the project may not even break \$500 but there needs to be some sort of allocation or ear mark to get started. Using board approved funds might be the place for this. Either that (if voted on by board) or treat it as a change in budget (if voted on by membership). MOTION to ear mark up to \$1000 of board approved funds for the economic impact statement. SECOND and APPROVED

B) May Business Meeting

Should we move the business meeting to the second instead of the first Wed due to the Craft Beer Week activities? How about have the business meeting be shorter and on the second Wed (May 11) and adjourn to the Malthouse for the regular second Wed social?

MOTION to postpone the business meeting by one week and adjourn to Malthouse following the meeting. SECOND and APPROVED

C) ADDED ITEMS

Eric spoke about the legislation regarding homebrewing and the situation in Racine. Apparently the Dept. of Revenue went to most homebrew shops and advised they can not brew on premise nor serve homebrew in the store. Kohler Homebrew competition has been cancelled; this was part of the Kohler Festival activities. Stefan said legislators Mark Pocan and Fred Risser have offered to help. Pocan will attend a meeting. Jaquie has heard that someone that is submitting a bill to fix the problems at hand. Fred said Great Lakes say their fest is in jeopardy, although the problem lies with selling tickets and serving homebrew rather than the homebrew

itself, and their fest is more than the homebrew. Some interpretations say you can not drink homebrew outside of the home.

Mark Schnepper said the glasses are here, but are a bit more expensive due to them having to run multiple colors.

9) Adjournment

MOTION AND ADJURNED 20:28

Minutes submitted 4-28-11 by Cheri Carr, Secretary