

MHTG Board Meeting

19:00, 29 June 2011

Sprecher's Pub

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

Members present: Jim Meyhew, Carl DuRoshier, Bob Israel, Steve Ensley, Pete Johnson, and Charles Chapin.

1) Call to Order – 19:10 pm.

2) Comments from Members –

- **Bob Israel**
 - o WORT: Bob said he has attended the meeting for the purpose of speaking in support of continuing donations to WORT. Stated the choice of call letters is not an accident! When naming the station back in the day, everyone present cheered when (beer) WORT was the chosen name. Says this positive relationship should continue.
- **Steve Ensley**
 - o Forklift for the club space: Knows of one for \$1,000. This cost is a little more than what it would cost to rent one for three times. Steve would like to suggest purchasing this one, might need to move on it if going to, it may not be available for very long.
- **Carl DuRoshier**

Giving committee recommendations:

 - o WYOU: We have given both \$500 and \$1,000 (more recently). The station has recently lost all funding and is now completely volunteer run. WYOU is a needed alternative to mainstream, offering home grown programming, providing training opportunities for vide equipment and production. Carl stated he would like to see if increased to \$1,500.
 - o WORT: Said he feels we should up it a bit to \$8,000. We can donate to an activist organization, and WORT is not. We are only restricted from donating to political organizations. The politics of WORT was brought up as a reason to question the donation, although WORT has many things including a Hmong broadcast. Who knows! It may be a rightwing point of view! We can't speak it and so we don't know.

3) Approval of last meeting's minutes

APPROVED (via e-mail)

4) Officer Reports

President

- Announcements – none

Vice President

- Sent an e-mail about new members
 - 279 active 3 pending 282 total
- MOTION TO ACCEPT NEW MEMBERS. APPROVED.

Treasurer

- Nothing notable. The final deposit of ticket sales has been made. Our money is mostly in money market account as of now, which is the best interest rate at this point. Maybe after GT we will revisit.
- Murphy is preparing a liquor liability plan just in case we need it. Maybe we won't need it, but good to know, in the case that we do.

Secretary

- No report

Great Taste Chair

- Still going to have a festival! Yay. Got Mitch started early on permits. Met with police, parks, there is a new rep for police, and the new-ish parks guy gave glowing reviews about what we have done previously. The recommend that we get the permits needed. Eric got the park layout to them which is the same, so should go smoothly. There is fee/deposit we need to pay, although they have often not asked for it in the past, this year we will be paying the \$1,000 deposit. Will get it back after. They will have a person come in after the event to check conditions. Parks want a landscaping contract in place this year, sometimes the ground gets packed down, and aeration and seeding is something they like to do to maintain the lawn, and we have budgeted for it this year, and in the past. There is a Community group called Friends of Olin-Terville. They are giving input to the Parks dept about user groups, and we want to be good park users for them.
- Glass ware has been ordered. We have seen photos of the sample. Logo will be big this year since the glass style has a large print area.
- Comp tickets are divvied out and will be given out in the next week or two.
- Beer Connoisseur Magazine wants to promote us, although, we don't need promotion, but we could give them a table and charge for the table. The event doesn't need sponsors or underwriters, but tables are good.
- Meeting with t-shirt guy tomorrow.

5) Committee Reports

- CIDER: Mark Schnepfer: Cheri Carr: No report
- CLUB GOODWILL TRIP: no report
- CLUB SPACE: Steve Ensley: After Sunday's home brewery tour, the door was left unlocked and things were not left tidy.
- COMPETITION: Mark Schnepfer: exploring where to have the Badger Brew-off. Perhaps Vintage or Capital, home football games depending, etc. there is a home game the day of the BB but don't know what time.

- Eric stated there is still legislation prohibiting homebrew competitions, but there are groups working on changing this.
- EDUCATION: Bill Rogers: Tony J. needs a key to the club space for the BJCP classes.
 - MOTION TO APPROVE KEY FOR EDUCATION. APPROVED
 - EVENTS: Jaquie Rice: Met and settled events for the next three months. Calendar will be updated soon.
 - o Mallards game in the planning for July 14 and 22nd of
 - o July 30 pizza party
 - o Board meetings locations being planned
 - FINANCE: Jim Mayhew: Recommendation to make improvements to Wil-Mar Center, including carpet for a small area. Past improvements included installation of fans. This happens through Giving Committee.
 - GIVING: Stefan Berggren: Giving is an agenda item later.
 - MEMBERSHIP: Jaquie Rice: not met
 - WEB: Eric Schoville: no report

6) Special Orders – None Scheduled

7) Old business

A) 25th anniversary book: It is coming along. Randy is putting together parts to see. All text is about done. This week it will go into template. Next week proofing will begin. Drop dead date to publish of date is July 15. How are we selling the book? What is the game plan? Kate S. and Bill will be getting together this Tues at 4:00 at the Malthouse to finalize the strategy for selling.

B) Beer Phone: No update.

C) Event cancellation insurance: Won't cover us if we don't get the permit. We need to look into this early. Because the insurance is hinged on the permit, we should get the permit in a timely manner. It is a lower amount perhaps, for catastrophe etc. and we will self insure this year likely.

D) Economic Impact statement: There are 19 volunteers lined up, it is an app on smart phones, in the form of a Google program with questions, etc. that flow directly into a spread sheet. This way the data won't have to be entered later. Dave Pagelow has a post event survey for venders. The committee is Dan Bush, Jeff Glaser (from beer week), Carol B., and Jim M. There are stickers for folks for after the interview, so we know who we have interviewed, and also as a thank you. It is a nice sticker with 25 Anniversary etc. A training session will be held the week before covering how to represent or organization, etc along with info on the questions.

9) New Business

A) Giving Committee Proposal

1) WORT (www.wort-fm.org) - \$8,000

WORT-FM is a non-commercial, listener sponsored, member controlled community radio station broadcasting to south central Wisconsin. WORT volunteers and staff provide quality programming and services to a broad spectrum of the community through:

- promotion of communication, education, entertainment, and understanding by providing a forum for both the discussion of public issues and the expansion of musical and cultural experience;*
- facilitation of community expression and provision of community access to the airwaves for the purpose of sharing music, culture, news, and information;*
- challenge of the cultural and intellectual assumptions of our listeners through unique and diverse programming;*
- orientation towards the audience with concern for those under-represented by other media.*
- WORT is committed to radio programming with a human perspective – respecting all peoples and their environments.*

The GT for years represented itself as a fund raiser for WORT, and WORT has been a source of needed volunteers over the years. We are listed as an underwriter on their website.

MOTION TO APPROVE \$8,000 to WORT. APPROVED

2) WYOU (www.wyou.org) - \$1,500

WYOU has been a fixture in the Madison area for more than 30 years as a source of locally produced television programming, and a vital forum for voices that don't have access to the mainstream media. WYOU provides Dane County residents with access to the instruction, equipment and support needed to produce their own television programming for cable television. At WYOU, anybody can produce a TV show and be heard. Currently, over 50% of our programming is locally produced. Our producers include students and teachers, conservationists, social workers, accountants, activists, health care workers, independent filmmakers and members of local religious organizations. We also air programs such as Democracy Now, News Desk, and NASA 360, which are submitted by local residents but produced elsewhere. WYOU has been funded by PEG fees from cable subscribers. Due to changes in state legislation, these fees will no longer be collected and WYOU's future is now in the hands of community members. WYOU produces and broadcasts Beerpocalypse (members Keith Symonds and Jeremy Rintz) beer show Tuesdays at 10:30 pm.

Carl: We have given \$500, and then \$1,000, the station is now volunteer staffed only. It continues to show Beerpocalypse, which may be suffering with no staff, observed glitches during show, indicates they need the money. Our community is touched by the public access venue. The committee recommends giving to the station.

Eric asked about the future of cable access stations. With on-line venues,. Is it a winning proposition? Are these media outlets moving forward? Is cable access where the future is? Not sure this makes sense to donate. Bill stated he kind of agrees. Beerpocalypse is good, but... Carl: in its defense, it is supporting local production, Homegrown broadcasting and diversity. It is a counter point to national media. But, we have to pay to get it. And it is limited access, unlike WORT.

MOTION THAT WE GIVE \$1,000.

DISCUSSION: What is their plan for growth and the future? If we are to continue to give, we would like to see what they have in mind as their future plan. Next year we will ask for this.

CALL QUESTION. MOTION APPROVED 4-3.

3. Potosi Brewery Foundation (www.potisibrewery.com/foundation.cfm) - \$1,000

The non-profit Potosi Brewery Foundation is an organization dedicated to restoring and preserving one of Wisconsin's historical treasures, the Potosi Brewery. MHTG donated \$1,000 in both 2006 and 2007.

Recommendation for \$1,000.

MOTION TO DONATE \$1,000. APPROVED

4 WI Parkinson Assoc. \$1,000

The Wisconsin Parkinson Association goals are:

- *To provide for both for both the education and training of physicians and allied health professionals needed to treat the growing number of people with Parkinson disease*
- *To provide outreach for education and support*
- *To foster awareness and understanding of Parkinson disease*
- *To serve as an educational and referral resource for health care providers through out the United States*

Famed beer writer Michael Jackson suffered from Parkinson's disease.

MHTG has donated to this organization for several years.

MOTION TO DONATE \$1,000. APPROVED.

5. Madison area bus advocates. (www.busadvocates.org) - \$300

MABA are a diverse group of bus users and friends who believe that good public transit supports the dignity and freedom of all individuals, creates an open, hospitable and welcoming community, respects the environment, opens economic opportunity to all and moves people to where they need to go. A variety of transportation options, including good bus service, needs to be available in the greater Madison area so people and businesses can choose a transportation mode that considers convenience, time, health, safety and cost. We want an expanded and improved regional transit system that includes better transit options within the city of Madison itself.

MOTION TO DONATE \$300. Discussion: Judy: This is lobbying group. We have not wanted to support political agendas, some orgs may do some lobbying, but it is not primary focus, Judy states she is against funding a lobbying group. Carl: Their budget is primarily meeting rooms and things like that. We are not restricted from donating to this type of group. They are promoting alternatives to highway. Giving committee recommended much less than was requested. Do they advocate for 2 am bus? Etc.

CALL QUESTION: MOTION NOT CARRIES.

6. REAP Food Group (www.reapfoodgroup.org) - \$300

Research, Education, Action and Policy on Food Group (REAP) is building a regional food system that is healthful, just, and both environmentally and economically sustainable.

REAP holds a fundraiser each year called Burgers and Brew to which MHTG has given \$500 in each of the past 3 years. For that, we will not be listed as a sponsor nor will our members get priority in volunteer slots but the committee considers REAP an ally in promoting local, natural, craft consumables

and worthy of our continued support. We donated \$500 before, we hooked up due to Burgers and Brews. Must donate \$500 to be a sponsor. That is why we could go up from \$300. There was some contention over the REAP volunteer policy. Giving committee still felt they are supporting what we are, plus the supporting of healthy eating and healthy in food. Maybe the way they handled the volunteer issue was not how we would have, but they can handle it how they want.

MOTION TO DONATE \$500. APPROVED.

B) Great Taste media passes

Who qualifies? Some groups have articles such as Beer Spot, covering the event and an active forum. Bloggers should be on a case by case basis. Bloggers are multiplying. Maybe they should have to get a ticket, and then get in early? There are just too many. Media passes are all access, and they usually show up at 12. We could check out the blog and if no blog, no pass. How many did we give in the past? Judy has the list of how many, she said about 30 – 50. Very few bring the spouse, and we may allow them. We can trust Bill and Tony, they have a low tolerance for posers!

C) 2012 ticket sales

How can we do ticket sales better? Is there a way to improve it? Now we are being asked for porta johns, having 600 in a line in a small neighborhood...we have been doing this for a long time. Maybe this is the time to reevaluate. How about an ad hoc committee to evaluate? Bill said he felt the venues and the people love ticket sales day. The venues get business although, when asked, only one venue out of seven said they liked the business. Other 6 said they don't care. Each location has taken on a personality. People want more of this stuff, ie cooking breakfast. What about the mail order portion? In person sales have evolved, only recently have they been selling out on the same day. Lets think ahead, ad hoc committee, we can change some small parts, not a huge change, and we can evaluate what is working. Jim: finance had this same discussion because the banks don't want our cash. Check are bad, too. They way we do the transaction is a problem. They have to "sell money" to take ours. Also security can be an issue.

MOTION TO FORM AN AD HOC COMMITTEE TO LOOK AT TICKET SALES OPTIONS Steve: we should specify a date for committee. Oct 15 date agreed upon for the recommendations. This will fit into budget.

MOTION CARRIES

D) Written disaster plan

We should have a written process for this event, a contingency plan for disaster occurring. Is this something we should pursue? Would it be good for the club to have a document for what happens to put this even on? Let's mull it over. Individual disaster could hinder the event; we need to have action item lists or something perhaps. What about even a central list for contacts, procedures, etc.

E) Great taste beer app

Pete Johnson discussed the possibility of a beer app for GT. Last year we had an informal app, would like to formalize it. It could have a map, brewers lists, and could be on iTunes for free, we need to give permission for GT logo use. Just for iPhones, eventually androids, maybe blackberries. Last year's app still exists, and it could be managed, accessed, etc. They don't do anything with the data, MHTG could use the data, it would be only for the event, a free app for fun and for others to access GT info. Pete would like to brand it as a GT app, but needs approval. Pete can set up to update when brewers give lists, etc. Need to get it approved soon to get it activated. Bill: usually keep logo under wraps, could we use the club logo? Pete needs to submit the request, and have time to approve. If we want to brand, we should use the GT logo. Week of event might be ok. Pete is a developer, so no cost to run through iTunes. More tech is expected in society, so this may be a good step. We would like it to appear the Monday before the event. Bill will get the logo to them and work on app with them. App was developed by Paul Miller and Pete Johnson.

9) Adjournment 20:51 MOTION AND ADJURNED

Minutes respectfully submitted 6-3-11 by Cheri Carr, Secretary

Board meetings are open to the membership. E mail the president to get a topic on the agenda. The board strives to provide open communication and transparency, and encourages an active and involved membership.