

MHTG Board Meeting Minutes

31 August 2011

Capital Brewery

Present: Eric Schoville, Jaquie Rice, Judy Kusek, Bill Rogers, Cheri Carr, Fred Swanson, Stefan Berggren, Mark Schnepfer, Mark Alfred. Members Present: Jim Mayhew, Steve Ensley.

1) Call to Order - 19:13 President Eric Schoville

2) Approval of last meeting's minutes/ Comments from Members

- Minutes APPROVED via e mail
- No member comments

3) Officer Reports

PRESIDENT – Eric Schoville – Announcements – Draft legislation of the proposed beer laws went to senators. It is drafted based on Oregon (state) legislation.

VICE-PRESIDENT – Jaquie Rice – 291 members, with four new member applications. Their statements were read to the board. Hop lovers, mead makers. MOTION TO APPROVE NEW MEMBERS APPROVED

TREASURER – Judy Kusek – We are spending money, 'tis the season. Budget sheets were handed out. Needing the final orders to send brewer checks, they are coming together. Submit your receipts ASAP so Judy can get them paid. Stefan suggested looking into a “free ware” for ease of receipt tracking, and said he will look into it.

SECRETARY – Cheri Carr – No report

GT CHAIR – Bill Rogers – GT planning for 2011 complete..?.. Permits even!!

4) Committee Reports

CIDER - Mark Schnepfer - Cheri Carr – Committee met tonight. Apelfest will be Sat 9-24. There is some concern for amount of food needed, and people need to RSVP either to the drupal events or to Schnepfer directly, so we have an idea of numbers. Sign up sheet may be a good idea. Snafu from last year was due to food amount, so we want to be sure we are good this year. Carol can be event

treasurer, but we need to be sure it goes through or comes back to Judy/treasurer. Friday night food was discussed and the consensus was we felt it was decent to feed the folks on Fri. that were there helping, but the food needs to be totally different from Sat. so that it does not get pilfered from Sat. stash. We can look into procuring options for the food for both days.

CLUB SPACE - Steve Andrusz - Mark Alfred – Calling out to all members to help organize the space. Looking at dates for an organizing meeting, we have some plans to label things. BJCP meeting was there and there was not really room for everyone, because of everything piled up. Looking into magnetic or movable labeling for shelves, etc. Steve Ensley will not be as available as care taker as in the past, do to his new job (Yay, Steve!). We are looking to put a schematic on the website so we can know what is where, etc. The more organized the better! We are working on the budget, as well. The brew system hopefully will be ready by the end of Sept. Mark A will keep everyone informed. Mark will announce the date hopefully at the business meeting. Fork lift? We'd like to work a trade so we don't have to buy a fork lift, could barter for one. There is one nearby the unit that potentially been offered to the club for use.

COMPETITION - Mark Schnepfer – Badger Brew-Off is coming up. Trying to secure a room this year that would be conducive to having a speaker, the warehouse is not optimal for this. East Side Business Assn on Monona Dr. or Marquee on Nesbitt Rd. are two possible options and Mark A. is gathering prices. Entries for Schooner? Yes there are a few entries!

EDUCATION - Bill Rogers - Tony Jaques – Classes are continuing. Looking for a Sept beer school. Possibly a tour, maybe New Glarus? Maybe touring there in the spring is better, a weekend, maybe. What about the option of doing some food pairings, etc. There could be a fee to cover costs of some more elaborate education events or pairings. Will run this by Tony.

EVENTS - Jaquie Rice – Fourth Wed. in Sept. will be the Vintage. Oct 15th Wiffle Ball, Oktoberfest will be Oct. 8. There is a committee meeting Sept. 14th to arrange the final part of the year. We would like to see the venue policy regarding homebrew prior to the socials, it would be nice to have it black and white, homebrew allowed or not allowed. Jaquie will check each time prior to the socials.

FINANCE - Judy Kusek - Jim Mayhew – meeting next week.

GIVING - Carl DuRocher – Stefan Berggren – Scheduling a meeting.

GOODWILL CLUB TRIP - Fred Swanson – meeting in Sept.

MEMBERSHIP - Jaquie Rice – Mark Morrison – Meeting soon. Some folks had recently said that at the Badger Brew-off, no members talked to the people that

were entered in the Brew-off had a hard time meeting club members. Membership will brainstorm for next badger brew off.

WEB - Eric Schoville – There are some articles are going to be put on the website, Eric will be getting to that.

5) Special Orders – None

6) Old business

A) 25th Anniversary Book Sales

There is revenue of \$1,096.34 from the book sales. We had to pay 2% credit card sales, which is why it is a funky amount. Don't know for sure what was sold at the t shirt tent vs. other sales. Total expenditures were \$20,633.88 for the book. We had a brewers' gift of \$4,000, regardless of whether it was the book or something else, and the brewers loved the book. We were spending on brewer gift anyway. The book was not available during ticket sales, which was part of the board approving the funds, so now we need to be very aggressive about selling if we want to recoup this. It was mentioned that the front cover may not have been enough to get people to spend \$25, even though the content is outstanding. Do we want to reduce the price or do we want to simply sell them over time? Since the brewers loved the book, maybe we could reach out to them to sell in bulk and they can sell or give away. It was maybe never pushed enough at the GT. What about the members? What about an offer when renewing membership. We really need someone to take the lead on sales. Some are water damaged and useless. EBay? We should talk to our accountant. This is not a "fire sale", we can take our time and send out sales/books in chunks to comply with tax code, and can sell at ticket sales next year etc. Judy will take the lead on arranging the book sales strategy. Fred will get the brewer lists to Judy, also looking at Facebook, etc. Credit card sales worked very well! It was really slick and easy. We can use this system for ticket sales next year.

B) 2012 Ticket Sales

Meeting next Tues at Eric's at 8 pm.

C) Beer Phone

No new news.

D) Written Disaster Plan

This item will be kept on the agenda. Maybe a generic procedure manual with a disaster plan in writing would serve us well.

E) Apfelfest Issue – Has the issue been resolved?

Being resolved via Cider Committee.

F) Economic Impact Statement

Met tonight. Got 150 total. The phone and tech worked quite well. The survey had good brewer employee results of one third. Worked well. Brewer survey is going out with payments. The Pre-event survey was interesting and showed some big numbers. There was reasonable cooperation from bar owners; out of 21 we have 11 so far. We should have the homebrewers' part next month. In general, all went well, and is still going well. Hoping for an additional draft by the end of Nov. if everything on by Oct. and a final in Jan. Brewer employees said they typically spend around \$350 to \$400 total for everything in conjunction with the event. There is lots of beer buying at local places for buses, also purchases from the Farmers Market. There is increase in revenue showing for local bars' pre-events. The survey volunteers were great and quite loyal too! Good turn out for trainings etc.

7) New Business

A) GT review

The numbers look pretty good, went over a bit on glassware and merchandise, but will be very close to budget. We keep adding to the number of folks we would like to get in, but need to think about this. The Cub Scouts said they had lots more broken glass this year. Perhaps there was some "whooping" that was glass breaking similarly to the Alliant Energy Center beer and cheese event. Bill officially announced that he does not plan to seek this position next year. Been doing it for a long time and is looking forward to working on Craft Beer week etc. Thank you to Bill for all of your service!!! There was discussion regarding who would replace Bill (hard to do!). Request has been made to get someone prior to elections. Permits etc we could be working on by January. We need to have these permits in place prior to ticket sales!!! City council will need to approve our permit next year due to road closures. We are happy that we have the EIS happening; this will be something we can take to the City Council. Mark A said he attended the clean lakes event on our behalf and the neighborhood is happy with the event. GT planning will occur earlier and there is no reason the logo design etc can't get things moving. The choosing of a new person should be happening this month, we need to begin to vet out the potential new chairman without delay. There are a couple of folks that have not said no. We could have a chair and an assistant chair to ease the burden. Chairman Bill said there were no arrests and no overflowing porta-potties. This makes a good fest. There were some things that need to be evaluated for next year, and can be done at the debriefing. Do we need a committee for the GT planning? This

could help set up a system of committee based basic issue planning, with a committee smaller than the entire Czar list. There are many Czars, and a smaller committee for planning, chairman choosing etc, would benefit the event. We have many brewers that are on a waiting list to be a part of the event, and a committee could help sort out new ideas. There are many unofficial attendees, aside from paid ticket holders, which add elements to planning. Judy said per paid ticket holder, there is .64 or so unpaid attendee. Brewer waiting lists and unpaid attendees are two important parts of planning issues. The person to take the chairman position must be familiar with budget issues as well as the GT and the club proper. Must be well versed.

B) Strategic Beer Reserve

Eight pallets have been reduced to four. Kyle gave the board a tour of the stash. Fred and Eric will inventory.

C) Brewpalooza – Where does it belong in terms of budget?

It is now in events, but was historically in competition, since the competition folks were the ones to plant the event. This means budgeting could belong to Competition. Mark A said that Competition Committee would like to see it come back. It seemed to fall to the back burner this year. Perhaps Events is too large to handle all of these things. It was not promoted like in the past. We need to get the grain bill in with enough time, etc. Brewpalooza helps for getting beer in kegs for the GT pre-party. The date was July 10, which was a Sun. because Sat tends to be booked. Are we over committing on events? Do we have a lack of communication with Events Committee? How is our coordination? Should the events go through the committee for budget purposes? Should all events be in the events committee? Cider has its events for example. High ticket events tend to run into problems when the committed person is no longer around. Either the torch should be passed, or the event should be let go, perhaps. Discussion of events leadership will be placed on the board agenda next time.

D) Deb Carey Dinner

Deb Carey is receiving Wisconsin Small Business Person of the Year. Yay Deb! The event is Thurs. Sept 22, and tickets are \$25. We can send an email to the club to see who is interested. We need to organize 16 people for a table. The club can sponsor the table, and the individuals will have to pay for their spot at the table.

MOTION: BOARD SPENDS THE MONEY TO RESERVE A TABLE FOR THE DINNER AND MEMBERS WILL REIMBURSE THE BOARD FOR THEIR SPOT AT THE TABLE. MOTION APPROVED.

If we need to purchase two tables due to member interest, we can do this if needed.

8) Adjournment

- MOTION and ADJOURNED 21:25

Respectfully Submitted 9-1-2011 by Secretary, Cheri Carr

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