

MHTG Board Meeting Minutes

19 November 2014

Club Space

Present: Mark Schnepfer, Mark Alfred, Jim Mayhew, Cheri Carr, Steve Andrusz, Fred Swanson, Brad Zulick, Brian Phillips. *Absent: Mark Garthwaite*, Members present: Lee Jones, Rita Jones.

1) Call to Order – 19:05

Last month's minutes APPROVED via e-mail in order to expedite distribution to membership.

2) Comments from Members – None

3) Officer Reports

PRESIDENT – Mark Schnepfer – No report

VICE-PRESIDENT – Mark Alfred – 425 Members.

TREASURER – Jim Mayhew – Distributed financial info and reviewed the numbers. *The budget is distributed to the membership via email.*

SECRETARY – Cheri Carr – No report

GT CHAIR – Mark Garthwaite – *Absent*

4) Committee Reports (Board Liaison)

CIDER and MEAD – Cheri Carr – No report

CLUB SPACE – Steve Andrusz – Mark A stated he will be doing an annual inventory.

COMPETITION – Mark Schnepfer – BBO went well.

EDUCATION – Brian Phillips – Looking at purchasing some “go to “ programs that we can show at education meetings if we need to fill an eve.

FINANCE – Jim Mayhew – Met but only had four people present. Started on the audit committee recommendations, evaluating trades and service barbers. The target is to get back to board in March for recommendations

GIVING –Brad Zulick – 7 proposals from the committee:

1. Cholangiocarcinoma: In honor of long time member, Michael Ball \$1,500 APPROVED
2. ABCD (after breast cancer diagnosis) A couple members are involved in running fundraisers for this. \$300 APPROVED
3. Madison Area Bus Advocates. Supports alternative transportation, and a member is a board member. \$200 APPROVED
4. Clean Lakes Alliance: GT is on the lake, we want to support this. \$500 APPROVED
5. Commonwealth Development: This is a business incubator type group. Old Sugar was part of this along with other great local businesses. \$750 APPROVED
6. Ice Age Trail: Creates natural outdoor space in our area. \$500 APPROVED
7. River Food Pantry: local food pantry \$650 APPROVED

This completes up the giving committee funds for this year. Good work!
We may want to have some hard and fast rules regarding advocacy in the future, but, the nature of the giving committee is that it is quite subjective, and can flow with club members' time investments and situations.

MEMBERSHIP – Mark Alfred – In the midst of the election, have managed to get virtually all of the membership onto the site, most everyone has reported that they are able to vote, has been working well. There was an issue with a husband/wife combination who shared an email, and a couple other minor issues that had to be straightened out. There were two members that did not have a current email address, and they have not responded, and we did not have mailing addresses. We are still trying to reach them. This is only two out of 425 so we are pleased with the result. This is much better than with the addressing addresses on envelopes and receiving many unable to be sent.
In the future, the committee will be looking at to recognize long standing members.

WEB – Mark Schnepfer – using \$2,000 to improve the appearance of the website. There is a member that works on websites, and we could possibly set up a contract with his business for this. We can do a request for proposal to utilize his business.

5) Standing Reports

GOODWILL TRIP: Sadly, the Sam Adams brewmaster passed away very unexpectedly. We will be sending condolences. This does mean that we not be visiting the brewery this time. This has rearranged some of the itinerary.

Attendees will be receiving an email with information on meals, beer, etc. There will be some long travels on this trip, and some very good beer!
HOLIDAY PARTY: Planning is beginning.

6) Special Orders - none

7) Unfinished Business

A) CALENDAR

11/19 Social Old Fashioned 8 pm, Board Meeting 7 pm (a week early)
11/21-23 CLUB GOODWILL TRIP
11/26 Fourth Wed Social Alchemy Cafe 8 pm
12/3 Business Meeting, Wil-Mar 8:30
12/10 Malthouse Second Wed Social 7 pm
12/17 Education: Sour beers Wil-Mar 8:15. *Board TBD*
12/24 *On your own*
12/31 *On your own*
1/7 Board meeting for GT Advisory committee planning, Wil-Mar 7 pm
1/10 HOLIDAY PARTY, CAPITAL BREWERY
1/14 Malthouse Second Wed Social 7 pm
1/21 Trivial Night Wil-Mar (Can vs Bottle Blind tasting) 8:15
1/28 Fourth Wed Social Dane East (*tentative*)
2/4 Business Meeting Wil-Mar 8:30
2/11 Malthouse Second Wed Social 7 pm
2/18 Education event: Running the Brew System, Club Space TBD
2/25 Fourth Wed Social Old Fashioned (*tentative*)

B) GT oversight Committee –

What sort of planning committee is needed to take on this task? How should it be structured? What will their role be? An advisory committee for GT issues to advise to the board. There was a motion at the business meeting for the board to form some sort of advisory or steering committee. Mark G. is looking for some sort of guidance for the direction of the fest. The board is essentially the “oversight” of the event, but the membership wants to see where this event is going.

Ideas:

A group to develop a summary to the board of broad issues regarding the fest. The board then review what the issues are and task the committee to come up with direction ideas. Ie back and forth with direction and tasks for direction.

Who and what: Who will be on this advisory committee, what will they be tasked with?

Who: Possible members to consider: Chair, vice chair, treasurer, former chairs, brewer liaison, volunteer organizer, a couple interested members by invitation (new and old), city liaison, grounds person.

What: Determine long-term vision of the event, integrity of the event, direction and mission of event.

Methods for input by membership: surveys or listening sessions.

Reporting: Back to the board as advisory committee, and must fall within the by-laws pertaining to committees.

8) New Business

A) Discussion: Mark Garthwaite's new job at the Wisconsin Brewers Guild, and impact-if any- on his role as chairman of the GT:

Mark S has talked to Mark G. our chairman and Executive Director of Wisconsin Brewer's Guild to see if there would be any conflict of interest with him being the chairman. We may get extra requests about brewers from Wisconsin looking to be invited to the event. This is not and would not be in Mark's hands, because we have a system of getting into the event, with Madison and Wisconsin receiving preference, and brewers that have been coming to the event, and after that, branch-off brewers from other brewers that are attendees. Mark can divert himself from this process, but it may be perceived as preference. We can further tighten up this procedure to prevent this. We do not reach out to brewers any longer, we have a wait list. Joining the WBG would not give a brewer preference through Mark as their employee. Other aspects we need to be aware of are brewer position at the GT, payments, displays, etc that might come up as perceived preference. Do we have any proprietary or intellectual property to be of concern? Possibly, trademarks, naming rights. Advertising. These could be mitigated because we are a volunteer event. Another piece could be that he will be running four other events, and his available time for a volunteer event may not be adequate in the future. We can further define the chairman's roll in the by-laws to further protect us and the chairman.

Possible issue summary

- 1) Perceived brewer preference
- 2) Perceived pay structure preference
- 3) Entrance to and positioning at event
- 4) Inside information or trademarks
- 5) Time allocated

B) Discussion: Purchase of netbook for purpose of taking minutes
MOTION TO SPEND \$400 ON A NETBOOK FOR CLUB SECRETARIAL DUTIES BY THE END OF THE YEAR. APPROVED.

9) Adjournment

MOTION TO ADJOURN. ADJOURNED 21:07

Respectfully submitted 11-20-2014 by Cheri Carr, Secretary

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.