

Master Brewers Association of the America's District Michigan Meeting Minutes

Bellaire, Jan 13, 2012

In attendance were:

John Mallett
Keith Boneburg
Paul Popa
Marty Rapnicki
Joe Walters
Debbie Smith
Konrad Connor
Bill Wamby
Ken Belau
Todd Parker
Eric Kuhnhenh
Rex Halfpenny
John Haggerty
Rockne VanMeter
Chas Thompson
Erik Harms
Eric Briggeman
Bret Kuhnhenh
Fred Scheer
Mike Sutton
Scott Graham
Bryan Wiggs

Meeting called to order by Rex H. at 4:45 pm.

Vice President Report – Summer Social

Eric K. is asking for volunteers to join the summer social committee. There are many opportunities to help out, i.e. organizing a disc golf or horseshoe tournament, youth and adult activities, water, snacks, 50/50 and auction, etc. Of course, swag for auctioning off is always welcome (required, actually). After doing such a good job last year, Louwrens W. was going to be asked to oversee beer procurement and all that goes with it – draft boxes, ice, etc. It was decided that there is no need for a banner or other signage. John H. mentioned that \$250 is budgeted for POS items in the current budget. There was a request from John M. for satin tour jackets, but the budget is likely too small to grant that request.

Sponsorship Drive

John H. reminded us that sponsorships are absolutely necessary to fund the scholarship. Please talk to your vendors about it.

More information pertaining to the summer social below.

Reminder of MBAA Scholarship drawing information

Each meeting a member attends earns an entry into the scholarship drawing. Entries are also earned by selling tickets for the summer social.

The MBAA brewing or packaging course is a \$3500 value (actual discounted cost to district is \$2700).

Past minutes

The minutes from the previous technical meeting at Redwood Lodge were read by Ken Belau and accepted as read.

Treasurer Report

John Haggerty reported: The checking acct. had \$12772.68 and the savings acct. had \$13304.52. Some of this will be invested in some way. Mike Sutton, National MBAA president, said that national may be able to offer some assistance with investment choices.

Generally, finances look good going forward. A new expense for 2012 is a check to Hog Heaven for the 2012 summer social. The check has not been cashed yet.

Going forward, the budget will be considered in decision making. The main goal is to avoid operating at a loss.

Board of Governors Report

John M. thanked Mike Sutton, national MBAA president for attending. John raised the question of supporting the national MBAA hospitality suite at the upcoming CBC with beer or \$. It was decided to donate \$200, as we did last year.

District Mid-Atlantic is having a meeting in Harrisburg VA on March 30th to which they have invited other districts. This is an attempt at increasing inter-district participation.

PR Chair Report

Debbie S. raised the question of starting a district Facebook page. After some discussion it was decided that more consideration would be needed and to put that effort on hold for now.

There have been requests for MBAA t-shirts. Rex suggested to make some black ones with MBAA logos.

Debbie will post the technical presentations on the website when she receives them.

Rex asked how to make the district website more attractive/get more traffic. The idea of a technical forum was raised. Fred S. said something similar exists on the national website, but gets low use. Mike S. said that with 2600 members nationally a forum would be a great asset and that he would address this at the national level.

Technical Committee Report

Keith Boneburg is technical chair. As always, if anyone has ideas on technical topics or speakers, please contact Keith at kboneburg@bellsbeer.com.

Winter Conference 2013

This will take place in Kalamazoo again.

P.O.S

Rex H. said hats are \$20 and new shirts will be around \$10.

National Website

Mike S. said the national website will be updated by end of July. Districts will have the ability to update their own pages on the site.

501 C3, non-profit status

MBAA district Michigan is not currently registered as a non-profit organization in Michigan. There are many other districts in similar situations. One solution that national is looking at is to put all the districts together into one large non-profit. National has hired an attorney and had requested information from the districts in an effort to help them regain non-profit status. John H. has been working diligently at acquiring banking information from the previous 3 years as well as preparing budgets for the next 3 years.

Thank you John for the hard work. Rex H. said it was likely the largest treasurer task in the history of the district.

Additional scholarship?

We are considering an additional scholarship for the 2013 and 2014 budgets.

Summer Social 2013

The date for this year will be Saturday July 14th.

The goal for T-shirt sponsorship fund raising is \$6825. The base level sponsorship is being raised from \$200 to \$250 and we need 23 of these. The sleeve sponsor is being raised from \$300 to \$325 and we need 2 of these.

The main sponsor stays at \$600 and there is only one available.

Ticket sales will be capped at 200 tickets. This is an effort to keep the focus on our membership, family and friends. Food has been ordered for 200 people. Cost of Hog Heaven is \$12.49/person for a group of 200. Tickets are not printed yet but will be available at the next meeting (Thank you Debbie). This year we are attempting to per-sell tickets in order to limit door sales. Tickets will sell for \$25 across the board, member and non-member alike.

We will continue with the auction event and donations of auction items are required if anyone can come up with some stuff. John H. said we need to earn about \$1300 from the auction and about \$500 from the 50/50 and about \$4500 from ticket sales.

The point was made that Cisco is able to donate chips and cups if asked.

Upcoming meeting dates and locations

1. Thursday March 22nd at New Holland pub in downtown Holland
2. Thursday October 18th at Rochester Mills new production brewery in Auburn Hills

Contributions are \$10 for members and \$25 for guests.

Schedule will be:

- 10:30 board meeting
- 12:00 general meeting
- 12:30 technical presentation
- Lunch to follow

National Publications Chair

This position has now been filled by our own Rex H. He will be putting a committee together of 4 or 5 people with the goal of finding topics, evaluating and assessing needs, finding authors and ultimately publishing hard copy books. For example, the heritage committee is currently working on a book covering the history of the MBAA.

Winter Conference 2013

We are interested in attracting neighboring district members to our conference. To do that, the conference will need to 'raise the bar' with high profile speakers, events, etc.

Fred S. said district Mid-South has some success at this with their conference and also raise about \$5000 through sponsorships, 50/50 and \$25 registration.

If we want to focus on a bigger conference, we will need to allocate funding to that effort instead of a 2nd scholarship (assisting with speaker expenses).

That is something that needs further discussion.

Currently we have been sponsoring the winter conference with a \$1500 contribution.

Another idea was to offer display tables for vendors in exchange for sponsorships, i.e. a sponsor would receive a table, registration and advertising.

To set up a quality program, it was recognized that we would need to start putting the program together earlier this year.

The schedule could end up being adjusted, going into the weekend.

We can also look at other conferences for ideas.

Mike S. suggested to avoid the last Friday of January as this is the annual Ontario district one-day conference.

Scott G. raised for discussion a price increase for conference registration.

Motion against this was raised based on the fact that attending is already very expensive for a lot of our membership and that the Brewers' Guild already runs the event at a loss, looking at it more as an investment.

It was decided that a joint meeting of the boards needs to happen to discuss.

The timing of the MBAA general meeting during the conference also came up. There is interest to change it from its current slot at the end of the conference to a more practical spot in the schedule.

Meeting adjourned at 6:00 pm.