



BOARD OF DIRECTORS MEETING

The NEW Brewery Collectibles Show

Suffern, NY

October 4th, 2008

2 - 5p.m.

Officers Present:

Pat Cornils #15280 President
John Fatura #27479 VP/ Treasurer
Pete Cornils #28293 Secretary

Board Members Present:

Robert Fondren #14138
Dave Gausepohl #22473
Joe Germino #24997
John Huff #32554
Tom Hull #13294
Mike Pope #32543
Mark Sanders #31594
Jim Wolf #16033

Board Members Absent:

Dave Launt #11325
Greg Lenaghan #16401
Tom Waggoner #17977

First-Time Attendees:

Marty Herman #28557
Joe Paczkowski #26294
Gene Kish #7855
Joe Radman #6898
Joe Siuta #2265
Darrin Suran #30109

Others BCCA Members Present:

Jack Bloom, Jr. #32870
Scott Manga #23939
Doug Perry #16837
Mark Crane #15584
Dennis McEvoy #20257
Mark Oleske #21046
Al Aprea #10480
Dee Lander #22244
George Miller #17782
Jim Mitchell #1546

Call to Order:

President Cornils called the meeting to order at 2:04 p.m. There were eleven eligible votes at the meeting with eight Board Members and all Officers present.

Opening Statements: President Cornils

- a. President Cornils welcomed everyone to the meeting, asked for first-time attendees to introduce themselves (see names above), and thanked Dee Lander for hosting the meeting at **The NEW Brewery Collectibles Show**.
- b. President Cornils introduced the new board members, returning board members, and new officers.
- c. President Cornils presented the Agenda and explained a few details for the benefit of the new board members.
- d. The group was informed that Robert's Rules of Order will be followed and the floor is open for discussion to all BCCA members, but only Board Members and Officers may make motions and vote on them.

1. Secretary's Report: John Fatura

- a. John Fatura noted only one correction to the previous Board Meeting minutes. He corrected Patty Kious' BCCA number.
- b. There were no other corrections or adjustments, so John Fatura asked for a motion to approve the meeting minutes.

***Motion:* Tom Hull motioned to accept the minutes as presented for the August 28th Board Meeting. Joe Germino seconded the motion. The motion was approved by unanimous vote.**

- c. John Fatura presented the General Business Meeting minutes for approval. He noted that the spelling of Brian Coughlin's name was corrected.
- d. There were no other corrections or adjustments, so John Fatura asked for a motion to approve the General Business meeting minutes.

***Motion:* Tom Hull motioned to accept the minutes as presented for the August 29th General Business Meeting. Joe Germino seconded the motion. The motion was approved by unanimous vote.**

2. Treasurer's Report: John Fatura

- a. John Fatura reviewed the current Financial Statements that were provided by the Finance Committee. Although every line item was not discussed in detail, certain items were focused upon. Revenue items that were discussed included the can totes, books, and CANvention. Expense items that were discussed included the Copier Maintenance Contract and Annual Registration.
- b. Dave Gausepohl asked about the line item regarding starter money for CANvention tables and Robert Fondren asked about CANvention revenue from Supply Shop sales. Both John Fatura and Joe Germino explained there are some revenue and expense items that occur every other month. They also noted that September's information was not in the August report. Scott Manga asked for clarification regarding the General Fund and the CANvention Fund.
- c. President Cornils asked for the Board to approve the August Financial Statements.

Motion: Joe Germino motioned to approve the August Financial Statements as presented. Mark Sanders seconded the motion. The motion was approved by unanimous vote.

3. Old Business: President Cornils

President Cornils reviewed some projects that have been in process. Those projects included:

a. The Corporate Sponsorship Project

It was started by Joe Germino and has been continued by Kenn Flemmons. Kenn Flemmons will be contacting every chapter about sponsoring businesses in the beer production and beer retail industries.

b. The Three-Year Membership Program

President Cornils explained that it is moving forward, but due to the many details that had to be considered, the program will not be ready until 2009-2010.

c. The Long-Term Planning Committee

Joe Germino explained that one of the main purposes of the Committee is to ensure that longer-term projects make it to completion, as they live through the administrations of several presidents and boards. Dave Gausepohl said the Committee would help the BCCA be less reactive and more proactive.

Mark Crane spoke to the issue of maintaining the quality of the club and CANvention into the future in spite of declining membership. Mark Crane also supported the Long-Term Planning Committee concept because it could help define a road map for the BCCA and help the club avoid pitfalls.

d. The Library Project

President Cornils explained the goal of the project was twofold. One goal is to increase public awareness of the hobby and the BCCA, and the second goal is to support the club's 501(c) (3) status.

The Library Project hopes to accomplish this by getting the BCCA's Flat top and Tab top books placed into the public library systems of major metropolitan areas. President Cornils noted that some libraries don't take donations and that he has already put two books into the Toledo Public Library. Current and past board members and officers are expected to participate in the project.

Tom Hull commented that there is an "intro-letter" that is supposed to accompany the books; President Cornils said it's forthcoming from Bruce Gregg. President Cornils also stated he would ask Bruce Gregg to follow-up on all the books that were handed-out. Robert Fondren asked if new board members would be participating and if so, how do they get their books? President Cornils said they could get them at the December board meeting.

4. New Business: President Cornils

a. Meeting Schedule 2008-2009

President Cornils presented two Meeting Schedule proposals.

- Schedule A represented five meetings. Three of the five meetings would be in Fenton.
- Schedule B represented six meetings. Four of the six meetings would be in Fenton.

President Cornils said his approach was to avoid scheduling Board Meetings at the same time as major regional shows. This was so that board members could attend the shows without compromising their commitment to board meetings.

Discussion by the board members focused upon the pros and cons of having more than two meetings in Fenton.

A primary advantage of having meetings away from Fenton is travel cost savings for board members. Another advantage of having the meetings away from Fenton is the possibility of increasing interest in the BCAA within other areas of North America.

Advantages for having meetings in Fenton were identified as being mostly administrative and managerial.

Due to some Board Members' dissatisfaction with the July meeting being scheduled in Fenton, an alternate location was debated, including Dayton and Frankenmuth. A prompt compromise was not reached, so ultimately, President Cornils asked for a vote on schedule A.

Motion: Dave Gausepohl motioned to approve Schedule A. John Huff seconded the motion. The motion was approved by an 8-2 vote. Board members Fondren, Germino, Huff, Hull, Sanders, Wolf, Secretary Cornils, and VP Fatura voted in favor of Schedule A. Board members Pope and Gausepohl voted against Schedule A.

Schedule A is:

October 4 th	Suffern, NY (The NEW Brewery Collectibles Show)
December 6 th	Fenton, MO
March 7 th	Fenton, MO
May 16 th	Comstock, MI (Bell's Brewery near Kalamazoo)
July 11 th	Fenton, MO
September 10 th	Springfield, IL (CANvention 39)

b. Approval of Committee Chairpersons

President Cornils presented a BCCA COMMITTEES 2008-2009 list for review and approval. President Cornils also explained some of the evolution and history of the committees, including e-Commerce, Computer/Website, Marketing/Membership, and at the request of Mark Sanders, Fair Warning.

President Cornils noted that Mark Rodgers had resigned as International Expansion Chairman and Patty Kious had resigned as Membership Chairperson. President Cornils and Dave Gausepohl asked the Board Members to consider volunteering for one of the two open positions. John Fatura verbalized about how important the Membership Committee is and that it would be great if the position could be filled but no volunteers stepped forward. President Cornils then volunteered to be the "interim" Membership Chairman and Pete Cornils offered to assist as Co-Chairman.

President Cornils also offered to contact One Can / One Country Chapter members to see if any of them would be interested in the job. President Cornils also noted that Robert Renforth is chairing the e-Commerce Committee and that some details still need to be worked out "behind the scenes", especially as they pertain to the BCCA credit card. Dave Gausepohl noted that the Board must approve all Committee Chairs.

President Cornils then asked for a motion to approve the list of Committee Chairpersons.

Motion: Tom Hull motioned to approve the Committee Chairperson as listed on the BCCA Committees 2008-2009 list and as amended during discussion. Joe Germino seconded the motion. The motion was approved by unanimous vote.

c. CANvention

A complaint was received regarding the Display Coordinator and some concerns were expressed about walk-ins. Both issues were deferred to Dave Gausepohl's CANvention Committee Report.

d. Officer Approval of Supply Chairman's case book pricing.

President Cornils and Joe Germino wanted to share with the new Board Members their proposals and ideas regarding case book pricing. President Cornils expressed his continued support of allowing the Supply Chairman to negotiate terms with buyers in order to facilitate the turnover of inventory, especially the books.

Joe Germino explained that last year a book deal was approved by the officers that was outside the club's book-pricing guidelines. Because the buyer is an important business partner of the BCCA, they felt the deal was in the club's best interest. Dave Gausepohl stated that books are "treated a little bit outside the actual supplies" and "perhaps Bruce Gregg and the book committee could have been brought into the decision".

Further, Dave Gausepohl expressed his opinion that the current book prices should be protected. In an opposing view, Dee Lander suggested that potential buyers generally do not closely watch for variations in book pricing, and hence, the risk of reducing the books' value is moot. Dee Lander also voiced strong support for Doug Groth's supply sales efforts and encouraged the board to support Doug Groth.

Scott Manga expressed his opinion that most BCCA members have acquired the Volume One book at the current book price, but may consider an additional purchase if the member price would drop to \$25. Joe Germino stated that the Book Committee reviews the pricing annually.

e. Absentee Voting

President Cornils presented the idea of board members voting by absentee vote. He noted any changes would require a change to the By-Laws. **Dave Gausepohl** broached the subject of on-line voting. After very little discussion, the board reached consensus that Absentee Voting would not be allowed for Board Members.

f. Board member attendance at either Finance Committee or CANvention Committee Meetings.

President Cornils presented a question on behalf of Tom Waggoner. Tom Waggoner wanted to know if it's permissible for board members to attend either the Finance Committee Meetings or the CANvention Committee Meetings.

President Cornils asked Dave Gausepohl to explain why board members don't generally attend the CANvention meetings. Dave explained this is because the board itself approves, in advance, who runs the committee and who are on the committees. The Board entrusts the activities of the committees to their members, and on an as-needed basis, the committees approach the board for "help, a vote, or advice".

Tom Hull noted that the issue was brought-up at the Orlando board meeting and that "having more open" committee meetings was discussed, but nothing was decided. President Cornils asked Dave Gausepohl if a board member could sit in on a CANvention meeting if they wanted to, and Dave answered "yes". Dave Gausepohl expressed his

concern that a committee meeting could become less efficient with non-committee members present.

Joe Germino encouraged Board Members to pay close attention to the committee reports and then directly ask questions to the committee chairperson if they need more information. Joe was not encouraging an “open forum” to committee meetings.

Mike Pope asked “**Yes or no, can a Board Member sit there and listen to what’s going on?**” President Cornils answered that he knows of nothing restricting it.

5. Advertising: Mark Crane

- Mark Crane reported that magazine ad sales as of October 1st for the December/January issue are \$1,291.
- There will be no change in the cost of ads (from 2008). Business card sized ads will remain at \$25.
- Mark Crane said he would contact Grace Figus in order to solicit 2009 roster ads from all of last year’s roster advertisers.
- There is still one banner-sized ad open on the website. The cost is \$500 per year, billed semi-annually. Joe Germino asked Mark Crane how he was going about soliciting advertisers for the banner ad. Mark Crane answered that he contacted three potential advertisers who had previously expressed interest in it and none of them responded. Robert Fondren suggested a “your ad here” approach to the vacant spot. Mark Crane thought he could possibly get with Dave Waugh to make the “your ad here” approach happen.

6. Beer Can Books: Tom Hull

Tom Hull pointed-out that the number of Tab Top books that will be sold “will not be enough to cover expenses”.

However, both books continue steady, yet slowing sales. There are no sales figures for September, but the target sales number of 740 books (for 2008) was not reached. The sales are planning to be “made up” in 2009.

7. CANvention: Dave Gausepohl

- a. Dave Gausepohl stated that the CANvention Committee is still finalizing the results of Orlando. He explained this is in part due to the fact that CANvention’s fiscal year ends on December 31st. The CANvention Committee is meeting on December 5th and they will present more details about Orlando at the December 6th Board Meeting in Fenton.
- b. Contracts have been submitted for the next three CANventions. They are being reviewed at this time. Once they are signed, then the Committee will be looking at sites for 2013 and beyond.
- c. The next four CANvention sites are as follows:
 - a. 2009 Springfield, IL
 - b. 2010 Valley Forge, PA

- c. 2011 Covington, KY
- d. 2012 Springfield, MA
- d. Dave said there were no major problems with Orlando.
- e. The CANvention Committee spent an ample amount of money on beer for the events. The larger brewers, especially Anheuser-Busch, should be appreciated because their support is essential to the success of both CANvention and the BCCA. The support of the larger brewers has provided many benefits including cold plates, refrigerated trucks, trash cans and cups, and of course, beer.
- f. Dave noted that there were two general issues with the CANvention that are being addressed. One is the complaint against the **Display Coordinator** by a **Display Participant**.

Dave explained that the root cause was that the Display Participant contacted the hotel directly with questions regarding his display. The hotel's response led to unnecessary expenses for the BCCA. This may have led to the Display Coordinator's less-than kindly treatment of the Display Participant. Dave stated that the BCCA has apologized to the display participant and is reviewing the Display Rules.

Further, the CANvention Committee appreciates the Display Coordinator's hard-working efforts and will work more closely with him to coach and mold his approach. Dave mentioned that the Display Participant was correctly allowed by Joe Germino to attend the Awards Banquet after dinner, as the banquet is open to all members once the food has been cleared.

- g. Another general issue with the CANvention was with walk-ins. Although the one-day, \$5 fee approach is considered satisfactory and will continue, the issue this year was regarding the permissibility of the walk-ins to leave and come back with their collectibles from the trade floor. A "coat-check" area was set-up near registration and this was an effective solution. **Scott Manga** suggested increasing the walk-in fee (which would be applied to the cost of a new membership) to \$10 from \$5 to increase revenue. Dave said the CANvention committee would consider the suggestion at their December meeting.
 - h. Further, **Rich LaSusa**'s efforts to publicize CANvention 38 were discussed. Although the number of general public walk-ins & new-member sign-ups was relatively low, walk-ins are always very welcome at Saturday's trade session. Therefore, Rich's efforts are greatly appreciated and he should be urged to continue them.
- 8. Chapters:** John Fatura
- a. John Fatura stated that the two-page Chapters Matter letter had been sent out. He went over some highlights including:
 - The incentive continues for chapters to purchase three books and get their chapter dues waived.
 - The Buckeye and Packer Chapters have led all chapters in each recruiting more than five new BCCA Members.

- There is a photo of Debbie Fritsche included for the benefit of those who wouldn't get the chance to meet her at the Fenton office.

The **Microcosm Chapter** submitted a name change for board approval. They wanted to change their name to **The Craft Brewery Collectibles Chapter**. John Fatura observed that their paperwork was prepared particularly well by Dale Miller. John Fatura also noted that 90% of their members are BCCA members.

John Fatura asked for a motion to approve the chapter's name change.

***Motion:* Dave Gausepohl motioned to approve the Microcosm Chapter name change to the Craft Brewery Collectibles Chapter. John Huff seconded the motion. The motion was approved by unanimous vote. Joe Germino was not in the room and therefore did not cast a vote.**

9. **Hall of Fame/Can of the Year:** Jack Isacson – presented by Pete Cornils
 - a. Jack Isacson reported that in spite of some electronic voting problems, it was still one of the best years ever in regards to the number of votes received.
 - b. Jack Isacson requested that all Board Members and Officers, as they travel to shows around the country, encourage Chapter Officers to consider both collectors and cans for nomination in 2009. Cans must be pictured in an issue of the magazine beginning with the Feb/Mar 2008 issue and ending with the December 2008 issue.

10. **Magazine:** Marcia Butterbaugh – presented by Pete Cornils.
 - a. In the October/November issue, a major printing error was detected after the magazines were printed. This was due to a software error at the printer. The error was specific to the prices realized in the **Auction Block** column. They remedied the problem by printing the corrected page and inserting it into the magazine. The mailing date was delayed to October 3rd. The issue contains eleven pages of CANvention 38 coverage.
 - b. Work has begun on the December/January issue. Highlights include a story on Brazilian Brewing History by D.J. Hack and another Chicago-oriented feature by Rich LaSusa.
 - c. In early October, the BCCA was in the middle of an annual Post Office Audit. The audit was conducted after the August issue and was done exactly as past audits. Robert Fondren inquired about what the post office is looking for, and Mark Crane explained that it's to assess the amount of paid advertising and therefore establish the correct rate that the BCCA pays for postage.

11. **Nominating:** Joe Germino
No report.

12. Roster: Grace Figus – presented by Pete Cornils

- a. Grace Figus was asked to propose ways to reduce the cost of the roster. She reported that cost savings could come from reducing the number of pages in the roster. Reducing content is a way to reduce the number of pages. Content reductions can be realized by moving selected pieces of the roster to the BCCA Website.
- b. Grace suggested several savings ideas for the Board’s consideration. They were:
 - Move the Numerical listing to the Website (9 page reduction).
 - Move the Magazine section to the Website (19 page reduction).
 - Move the Lending Library to the Website (4 page reduction).
- c. Implementing all of the proposals would reduce the roster by 32 pages and could save at least \$1200.

At least one of the proposals had already received feedback from Tontine Chapter member Jim McCoy. Jim McCoy was very much against moving the numerical listing to the website, but he was in favor of moving the BCCA History, Constitution, and By-Laws to the website.

In the interest of saving the club some cash expenses and reducing roster redundancy, the Numerical Listing of Members was chosen to be eliminated from the roster and moved to the BCCA Website. President Cornils asked for a motion to approve the action.

***Motion:* Mike Pope motioned to remove the Numerical Listing of Members from the BCCA Roster. John Huff seconded the motion. The motion was approved by a 6-3 vote. Board members Fondren, Huff, Pope, Sanders, Wolf, and VP Fatura voted for the motion. Board members Gausepohl, Hull, and Secretary Cornils voted against the motion. Joe Germino was not in the room and therefore did not cast a vote.**

- It was noted by John Fatura that the Numerical Listing of Members could reenter the roster in future years if the Board chooses.

13. 75th Anniversary Committee: Hank Herbst

No report.

14. Supplies: Doug Groth – presented by Pete Cornils

- Sales at CANvention were very successful. Sales of all items totaled **\$6,942**. All 130 totes were sold, including 25 to the Trillium Chapter. Unfortunately, only five copies of each book were sold. “Hats off to all the volunteers” who worked the supply table!
- Sets of CANvention cans are now being offered to members for \$30 per set; \$25 for chapters. This works-out to almost half price and could be great raffle prizes!
- New Supply items for 2009 will be the Bottle Cap Popper and traditional beer can koozies.

- Doug Groth wants to offer Gift Cards this year and believes they'd be a big seller. Doug is asking for help from anyone who knows the 'ins and outs' of this retail medium.

15. Computer: Mike England – presented by Pete Cornils

Mike England is working on migrating the BCCA website to the new host, INS. Tom Jurgens has recreated the database. Mike England will be working on moving the web pages. Tom Jurgens, Dave Waugh, and Mike England will be testing the website in late October.

Mike also completed the following:

- Created the Corporate Membership Certificate.
- Updated the club's Membership certificate, letterhead, and new member letters.
- Uploaded more Board Meeting minutes to the website.
- Updated the website with new board member names and areas of responsibility, and new officers
- Sent an e-NEWS blast about renewing early. A couple of hundred members took advantage.

Mike will be providing the Membership and Chapter information to Grace Fisgus for the Roster.

Mike has been contacted by Mike Weiss about assisting with the Website. Mike Weiss works for Staples and their e-commerce site.

16. E-Commerce: Robert Renforth/Dee Lander

No report.

17. Finance: Jim Thole

No report.

18. Historian / Librarian: Kevin Kious

No report.

19. Marketing: Paul Abrams

President Cornils said he is currently working with Paul Abrams to reestablish the functions, expectations, and goals of the Marketing Committee.

20. Parliamentarian: Bruce Gregg

No report.

21. Membership: Patty Kious presented by Pete Cornils

Patty Kious has been working with her team on the 1 and 3-year membership plans. Thus far, she has received only a small amount of support from the team. Therefore, the expected list of "everything needed in order to make this project happen" is not yet complete. Hopefully something will be put-together for the December Board meeting.

22. **Old Business:** President Cornils

Brewery Museum

- Dave Gausepohl suggested the BCCA get some of the unused Brewery Museum Fund money to help offset the club's negative cash position in the General Fund.
- Mark Crane urged the Board not to abscond the remaining money (now residing with the Brewery Museum *Chapter*) and he reminded the Board that there was never any intent for any money to be returned to the BCCA.
- Tom Hull suggested that, although the Museum Project may no longer be working, any redeployment of funds must be "done correctly".
- President Cornils said he will follow-up on this important issue with Bob Post and report back to the Board at December's meeting.

23. **New Business:** President Cornils

a. Stipends for Committee Chairpersons

- President Cornils asked the board to consider the idea of making available budget money to reimburse Committee Chairpersons for travel and personal expenses incurred while performing their duties.
- President Cornils and the other two officers, John Fatura and Pete Cornils, feel that extraordinary efforts of Committee Chairpersons could be rewarded with a stipend of some sort, especially if a significant amount of travel has occurred.
- Doug Groth's extraordinary efforts as Supply Sales Chairmen were recognized by many at the meeting, and especially by the Officers, Tom Hull, and Dee Lander.

b. 100% BCCA Membership Requirements for Chapters

- John Huff expressed his concerns about BCCA Chapters that don't have 100% BCCA membership. He challenged the Officers, the Board, and chapter leaders to require 100% BCCA membership in the Chapters.
- John explained that his own Buckeye Chapter enforced their BCCA membership policy and has seen unprecedented success. He said they initially lost members ("the dead wood"), but now the chapter is as big as it was before, but with a more active and passionate membership.
- John proposed that BCCA chapters wanting to try and enforce their own 100% BCCA membership policy might try and phase-in the requirements, e.g., 60% in 2009, 70% in 2010, etc.

- Scott Manga followed-up John's presentation with a report on the recent changes within the Garden State and Jersey Shore Chapters. He stated that the chapters enacted a system, effective January 1st 2009, to make it worth \$35 ("of pain") to be in either chapter. To make this happen, they created a united front and a two-tiered system that charges non-BCCA members more money (up to \$35) to participate at events and shows.
- Dee Lander suggested applying both John's and Scott's approach to the Chapters themselves, proposing higher dues for chapters with low BCCA membership and lower dues for Chapters with high BCCA membership.

c. Orlando CANvention Chapter Tables

Joe Paczkowski expressed dissatisfaction regarding the Jersey Shore's table placement near in the main entry doors at CANvention. He further was disenfranchised by answers he received from CANvention committee staff members when the chapter was inquiring about changes. Dave Gausepohl said he came into the subject conversation late and would not have responded that way if it had been him initially answering the questions.

24. Motion to Adjourn:

President Cornils asked for a motion to adjourn.

***Motion:* Tom Hull motioned to adjourn the meeting. Mike Pope seconded the motion. The motion passed by unanimous vote.**

- The meeting was adjourned at 5:24 p.m. with an actual meeting duration of three hours and twenty minutes.
- The next Board Meeting will be held on Saturday, December 6th, 2008 at 10:00 a.m. at the BCCA Office in Fenton, MO.