

## Minutes – Officers’ Meeting – January 4, 2012

Members Present: Wayne Yandell, Chuck Homola, Bill Lawrence, Jimmy Orkin, Kim Rhea, Larry Papkin, Einar Jonsson, Leroy Gharis, Barrett Tillman, Aaron Wolin.

- Welcome statement from the president Chuck Homola
  - NTHBA 2.0 Initiative
  - Collaboration of officers
  - Welcome to meeting guests
  - Club Meeting format changed to town hall style
  
- Ensure officers attend this meeting and club meetings – let president know if you can’t and provide list of announcement to be made on your behalf
  
- Roles/Responsibilities for officers
  - President – facilitate overall, book meetings, work commercial relationships
  - Competition VP – all comp planning/execution, drive participation
  - Social VP – planning/execution of all parties/brew days, cross discipline activities
  - Secretary – all club communications – written/online, drive publications, work with Treasurer on club promotions
  - Treasurer – all financial responsibilities of club, driver membership – attracting new member and retaining existing, work with Secretary on club promotions
  - Education – design, promote and deliver all educational offering with a renewed focus on competition prep and home brewing basics
  - IT – manage all club online services, provide club wide electronic communications
  - Past President – provide continuity, build commercial relationships, cross generational balance/input
  - Club Meetings identify locations which can host 50 guests
  - Develop a membership survey –Aaron Wolin
    - Online participation (forums, Facebook, Twitter)
    - Club meetings locations
  - Club Brewdays – invite commercials, host style discussions, equipment swap?
    - Create a email list and have a brewday
    - Post a sign up list for each brewday
  - Commercial collaboration
    - Big Batch Brewing collaborations w/commercial brewers
    - Build relationships with local establishments to promote the club and provide specials offerings
      - Advertise the club at the establishment
      - Provide them advertising within the club – written/electronic in exchange for perks
      - Relationship building with microbreweries
  - NTHBA to be nationally published in BYO and/or Zymurgy
    - Article idea Damon or Anthony’s brewing system
  - Organize Club Field Trips

- Bus tours
  - Brewery visits
  - Weekend trips– to Austin or San Antonio
- Leverage Social Media
  - Facebook
  - NTHBA Forums (update or change the software)
  - Website (update or change the software)
  - Blogging
    - Create a blog roll of NTHBA member blogs
    - Create weblink embedded Medal for COC winners
- Bank Account Changes
  - Change signature rights
    - Treasurer –David Lee
    - President –Chuck Homola
    - Keep Leroy Gharis for storage facility
- Newsletters
  - Officers are required to enter 1 article per month
  - Promote the club membership to contribute
  - More Advertising
  - Monthly Survey the website
- Recruiting members
  - Advertisement at Home Brew Stores
  - New colored membership cards to cut down on counterfeiting
- Competitions
  - Promote Home Brewing Socials, Blue Bonnet and Dixie Cup
  - Club is focused on the Lonestar Circuit
- Club Storage Room
  - Leroy has offered to stay in charge of it
- Promote sponsorship of categories for the Bluebonnet
- Limbo Challenge
  - Einar selected as director
- Lone Star Circuit
  - Orlando has agreed to represent us again
- Big Batch Project
  - Larry and Wayne will handle logistics
  - Need to coordinate with brew days
  - Look into Commercial brewer collaborations