



American Homebrewers Association

ANNUAL GOVERNING COMMITTEE MEETING

Homebrew Con | Providence, RI | Wednesday, June 26, 2019

Present:

- Governing Committee Members: Roxanne Westendorf, Jill Marilley, Shawna Cormier, Kathy Yan Lee, Dennis Mitchell, Denny Conn, Carvin Wilson, Jeff Rankert, Martin Brungard, Donna Reuter, Goose Steingass, Jen Blair, Phil Farrell, Debbie Cerda, Sandy Cockerham
- American Homebrewers Association Staff: Gary Glass, John Moorhead, Millie Shamburger, Megan Wabst, Matt Bolling, Dave Carpenter, Duncan Bryant
- Brewers Association Staff: Bob Pease and Ryan Farrell

Meeting Notes:

- Bob Pease (Brewers Association CEO) reviewed the BA's mission (promote & protect independent craft brewers) and provided an overview & update on the current craft campaign to drive beer-drinking preference to beer made by independent craft brewers. The next push in this is Independent Craft Beer Run Day on July 3.
- **Planning Idea Generation**
 - » Goal is guidance for the AHA planning/projects for the next 3 years. This includes:
 - Planning to covering AHA's overhead allocation within the BA
 - Increasing net revenue (new revenue and managing expenses).
 - Increasing membership
 - Providing meaningful benefits to members.
 - Brew Guru is an example of planning input from the GC which was put into action.
 - Idea Generation!
 - » Lead idea buckets include the following. These will be evaluated over the next several months to determine priorities, feasibility, and how/when they can be delivered.
 - Content – existing & new, presented in a way conducive to teaching/learning
 - Partnerships – AHA/Vendors
 - Diversity & Inclusion
 - On-line classes/certifications
 - Sponsored Memberships
 - Leverage GC & AHA members at regional festivals
 - Partner with university program
 - Non-traditional advertisers
 - Additional rewards for members
- **Subcommittee Renewal:** Subcommittees were reviewed to determine what is working/not working and how to improve what we are doing.
 - » We need highly functioning committees
 - » Being more productive overall
 - » Task/action orientated
 - » Better definition for what every committee does
 - » Better engagement leads to transparency
 - » What committees do we need, delete, merge, alter?
 - » Sub-committee structure overall
 - Working, ad-hoc, advisory
- **Intentional membership** (skills needed)
- **Succession and transition and planning**



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- **Meetings and communication**
 - » Projects: AHA members want to be involved!
 - » How do we channel member's energy?
 - » Opportunity for engagement
 - » Instead of asking for sub-committee members, ask for volunteers for specific projects that the subcommittee will be working.
- **Club Support**
 - » Chair: Martin Brungard
 - Moving to Co-Chair
 - Co-Chair: Jill Marilley
 - Planning for leadership succession
 - » On-going, working sub-committee
- **Competitions**
 - » Sandy, Chair Cockerham
 - Possibility of vice in the future
 - » On-going, working
- **Content and Resources**
 - » Co-Chairs: Denny Conn and Debbie Cerda
 - » Transition from current tasks to projects
 - » Membership needs to be updated
 - » We have an on-going content spreadsheet that is used by Zymurgy editors
- **Diversity**
 - » Co-Chairs: Debbie Cerda and Roxanne Westendorf
 - » Change name to Diversity and Inclusion
 - » Membership has recently been updated
 - » Now that the strategic plan has been created, will be moving to project work.
- **Govt Affairs**
 - » Advisory
 - » Chair: John Moorhead
- **Industry**
 - » Chair: Jen Blair
 - » Working
 - » Almost all membership are in the homebrew industry, updating as needed
 - » Biggest task: industry track and homebrew surveys
- **International**—recommend to move from a subcommittee to a list of people to contact as needed.
 - » Chair: Kathy
 - » Advisory
 - » Membership: difficult to get on the same page with all different time zone
- **Surveys and Communication**
 - » Chair: Roxanne
 - » advisory, working when needed
- **NEW COMMITTEE IDEA: Members and Membership Subcommittee**
 - » Co-chairs Kathy and Shawna
 - » Membership outreach
 - » State-by-state with low membership
 - Get members involved from those states
 - Rural areas
 - Areas Without club support
 - Ambassadors

BA Board Position Election

- Roxanne was re-elected to the BA Board position for 2020-2022.