

WISCONSIN VINTNERS ASSOCIATION

March 4, 2009, BOARD OF DIRECTORS MEETING

President Howard Hasselkus called the meeting to order at 7:08 PM at Clifford's Restaurant, Hales Corners, Wisconsin.

Members in Attendance: Mike Bell, Don Betlej, Dave Brandt, Tom Courtney, Howard Hasselkus, Erv Herman, Tim Larsen, Rick Markham, Jim Remus, George Scovronski, Jerry Wanty and Joanne Ziarek

Excused Absentee: Mary Howell

Guests in Attendance, Dean & Jenn Grulke, Len Montalbano, Mary Scovronski and Mike Szabo .

Attendance at February Dinner/Dance: 187 (189 paid); 20 hotel room registrations.

Minutes: The minutes of the January 28, 2009, board meeting were approved as distributed via email.

Treasurer's Report: Mike Bell presented a printed report as of February 28, 2009, (copy attached to official minutes). It was noted that the Dinner/Dance netted \$3,034.78, and the total of all funds is now \$16,873.11.

Vice President's Report: Tom Courtney reported that upcoming meeting programs will be
March 11 – Critical Wine Tasting
April 8 – Business Plans of Two New Wineries by WVA Members
May (dtbd) – Food/Wine Pairing
June 13 – Tour to Wollersheim Winery
July (dtbd) – Picnic at Lakefront Brewery

Corresponding Secretary Report: The club now has 103 paid members; process of notifying delinquent members is continuing.

COMMITTEE REPORTS

Club Clothing: Mary S. reported "no change".

Bios of Life Members

Dave B. said that the bio of the Opichka's is pending a timely schedule to do so.

Club & State Fair Judging

Don Betlej announced that the Club Judging will be Saturday, March 14, 9 am, at Clifford's. Prepping of entries will be done on Friday night, pending arrangements with Clifford's. The State Fair judging rules were sent to the Fair people and a post card will be coming soon telling

of the availability of the rules and entry forms on the website. Don said that the study committee decided that there would be no over-all Best of Show---only Bests of Categories---10 of them. Wines containing additives will go into the “Specialty” class and **no** fruit wines will be allowed in the viniferal classes. Kit wines will be placed into their respective classes as if they are not kit wines.

Wine Making Video – Is now in Rick Markham’s possession.

OLD BUSINESS

Dinner/Dance – Joanne Ziarek, Chair

Invitations – Mailed about 250 invitations from the past-attende database being maintained by Jim Remus. The database contains names of attendees at the past 5 dinner/dances.

Food – Replenishing food supplies, particularly the hors d’oeuvres’, was troubling. Joanne said some attendees complimented the food and said they would have been willing to pay \$35 for such a spread. Having the buffet in the hallway worked very well.

Silent Auction – The auction featured 60 items, and, judging from the record income of \$933, proved to be quite popular. Managing the game proved to be some sort of headache because of the inability to ‘close down’ the auction in an orderly manner. Future events will require a separate room or space, which would help in maintaining better control at the end. Minimum or opening bids should be set at ¼ or 1/3 of actual value; most bids brought 50% to 60% of actual value. Baskets went for an average bid of \$13.60. Suggestions for improvements are welcome.

Fish Bowl – Somewhat of a disappointment, but the event started with 298 bottles of wine and ended with almost 2 cases left over. The average cost of the wine for the fish bowls was \$2.61 per bottle. Gross income was \$1,240, according to the Treasurer’s report. The goal was to net \$500 or better. A suggestion was made to include homemade wines, and another suggestion was to have a fish bowl with premium wines. Players complained about the dearth of red wines, and it was noted that the white wines used were at or near the ends of their shelf lives.

Dice Game – The game used 84 bottles of wine and grossed \$390. Its problem: Located outside of the flow of traffic (other games were on opposite end of room). Active games should be located near each other.

Chinese Auction – The set-up worked well and was well received. 2200 tickets were used on 17 prizes, which almost entirely were donated; only \$50 was spent by the club on the game prizes.

Playing Card Auction – Some confusion existed because the card sellers did not have knowledge of the prizes available. A terminal time needs to be publicized on the big-ticket items.

Free Wine Table – The table was poorly located, providing insufficient room to conduct business. However, this feature was very popular, especially for those who took whole bottles back to their tables instead of just a glass of wine.

Signage – Either a printed program is needed, or signage giving the times of events.

Sound System – There was a definite problem in gaining the attention of the entire assembly. The amplification system seemed to be lacking something.

Music – Having a band or some alternative needs more study and soon. Apparently the younger crowd desires more ‘rock’, or whatever they call it now, but consideration must be given to the noise level because it is clear that most of the attendees seemed to be very satisfied with just visiting with friends.

Next Year's Dinner Dance – Following a duly seconded motion, it was unanimously voted to have next year's affair at the Radisson Hotel and reservations should be made as soon as possible,

NEW BUSINESS

Meeting Sites for Board Meetings

Howard presented details of the emerging problem of finding sites for Board meetings, inasmuch as some Board members feel incapable of or unable to host a meeting of the Board as has been customary in the past. It was noted that the practice has been "customary", not "mandatory". However, there is a feeling that it is somewhat unfair to expect only a few gracious members to bear whatever expenses are connected to hosting the event. Some sharing of expenses seems more fair; it was noted that tonight's meeting at Clifford's is costing the club \$5.00 per attendee. A lively discussion took place, but without any definitive action. Howard closed the discussion for now with a plea for a club policy that will govern future meetings.

Upcoming Events and Meetings:

March 11, 2009: WVA Membership Meeting at Clifford's – Critical Wine Tasting

March 14, 2009: WVA Club Judging at Clifford's

The meeting was adjourned at 8:25 pm.

Respectfully submitted,

Dave Brandt, Recording Secretary