



Meeting Summary (please note that this is a summary of the meeting and not the official minutes).

Board Meeting New York 8:30am-5:00pm Thursday, October 19, 2006

Location New York Board of Trade, 39 Broadway, 3rd floor
 New York City, New York

Present David Cooper, Andy Fawkes, Tone Liavaag, Tim Wendelboe,
 Cindy Chang, Mireya Asturias Jones, Jeff Vojta, Doug Zell

Recorder Cindy Chang

Updates

Sponsorship MJ
 Sponsorship looking positive. Need to finalize details with a few sponsors. Potential for a some major new sponsorship outlook also good.

Rules & Regulations TL
 Review Old Business section 4. Look for sponsorship for electronic score sheets. The committees are being reviewed so as to increase communications and effectiveness

Judges TL
 Not much new to report. Refer to Old Business section 9.

Technical Standards DZ
 A process for testing espresso equipment for 2009 is slated to begin one week prior to WBC 2007 in Tokyo. The goal is that qualifications (standards) will need to be written to disperse to equipment manufacturers at least 6 months prior to the testing. Manufacturers that pass the qualifications will be allowed to bid for the sponsorship. A board member will be assigned to manage the deadlines for the qualification process. **DC moved that to make the application fee \$2500 (US), JV seconded the motion. (Vote was passed with 0 dissenting votes).**

Committee Charters JV
 No charters have been received. Committee size and structure will be changing.

HC Update CC
 "Competition in a Box" documents have been working well. Post Competition package (report questions, competitor spreadsheet, judges spreadsheet) used over the past couple of months has worked well. CC will email to DC. HC will be re-structured. Until then Emily Oak remains in Australasia, David Cooper in Euro Africa and Cindy Chang in Western/Americas. Jose Arreola will be re-assigned as this happens.

Tokyo Site Update MJ
 Suggested Schedule of Events needs to be confirmed with SCAJ. The SCAJ is holding planning meetings this month. Everyone will be kept informed.

Old Business

1) Approval of Berne Minutes

CC motioned to approve the minutes from the WBC directors meeting in Berne, TL seconded and the motion. (Vote passed with 0 dissenting votes).

2) Berne Loose Ends

-Trophies

TL is getting the trophies made in 2-3 weeks. They will be distributed to the six finalists.

3) Board Direction Strategic vs. Operational

DZ will continue development of business plan. This plan will be in alignment with SCAA and SCAE.

3) Website

Presented TW with written requests for changes on the website.

Translation, of the downloadable documents (Spanish, to start).

CC will write a statement explaining NB's and that the WBC is not responsible for management or coordination of National Competitions, only guidance and training trainers. CC will email this to Tim. JV suggested links from NB sites to WBC. Review our "useful links" section and make the links small ticket sponsorships. A policy needs to be written on who will be linked on this page.

4) Rules, Regulations, and Competitor Score sheets

The competitor's rules and regulations and judges rules and regulations need to be reviewed so that one main WBC rules and regulations is used and the excess materials are used in other documents. i.e. Competitors, Judges, Hosts etc. TL

Score sheets were reviewed and accepted with modifications on the sensory sheet to remove the line of temperature on cappuccino and moving that detail into the taste balance. The final score total will change with this change. Rules and Regulations will need to be re-written to accommodate these changes. In discussion of the score calculations, a review of the score calculation systems is needed to determine which will be used at the WBC and possibly offer this position as a sponsorship opportunity. **TL moved to approve the score sheets with updated changes and TW seconded the motion. (Vote passed with 0 dissenting votes).**

5) Administrative Coordination and Management of WBC

This position is to focus on information administration and not event logistics. DZ presented the draft of job description. The job description was approved.

Financial Support

Subject to approval of the candidate, and circumstances upon hiring.

MJ made a motion to have an interim WBC Administrator, JV seconded the motion. (Vote passed with 0 dissenting votes.)

6) Revenue streams outside of sponsorship

Approval of entry fee/membership per country

DC moved to charge a \$250 application/registration fee for each NB, CC seconded the motion. (Vote Passed with 0 dissenting votes). The WBC charges the fee to the NB at the time of receiving the sanctioning application along with the post-competition packet. CC will make necessary changes to the sanctioning application. AF will provide banking information when necessary. JV will look into whether or not the administrator can collect payment via credit card.

-Apparel

WBC will purchase logo merchandise for sale during the event. A director will be appointed to coordinate.

-4th Espresso Machine/booth

A machine where baristas can make drinks for audience. A sponsorship opportunity for coffee providers. Tips/Donations go to the WBC. A sales area/booth for the sale of WBC merchandise will be in the area of this 4th espresso machine.

TW suggested additional auction ideas.

7) Sponsorship

DZ suggested adding an "In-Kind" sponsor category. DZ will write a policy for this option. TL suggested adding opportunity information on the website. Early 2007 invoicing with main sponsors was discussed as well as investigating other possible non-competing areas of sponsorship e.g. score sheets software, prizes, etc.

"I Support the WBC"

DZ suggested a plaque or sign that exhibitors can have at their booth to show their support for the WBC. These can be sold for a small fee.

8) Media Coverage

Proposed to look into a DVD production for the WBC event. Potential licensees will be approached. WBC can sell rights and collect royalties. Board will assign someone to review options for DVD and media events.

9) Improving Professionalism of Judging

Judges "Training in a Box" will be available for NB's who would like to get official training for their trainers within that nation. This can happen if the national body agrees to cover expenses for the WBC Judge Trainer.

WBC will create a template for the Judges' Workshop including agenda, calibration set-up, written test, and workbook. CC and TL will collaborate on these materials.

The leader/trainer of the Judges' Workshops cannot be a judge during the WBC event. Policy needs to be written for the conduct of leaders and judges at the WBC. For future (potential WBC judges beyond Tokyo), the NB would hold the judges workshop (according to the new WBC template) and write letters of recommendation for the candidates that they would like to submit to the certification workshop for WBC if they want to have judges from their country.

Sensory skills for WBC certification will be available in various nations (TBD). The existing pool of judges (from Berne) that didn't pass the sensory skills test will have the opportunity to re-take the sensory test in these other locations.

WBC Chair will sign off on the judges for the final round of the WBC event.

To select the WBC certified judges, a letter of intent will need to be written, explaining their intention to attend in Japan and a history of their judging experience. The responses will be reviewed and official invites for the final candidates will be sent out by February 1st, 2007

10) Restructure committees

New policies and charters will be written for each committee and open up all the positions. Present members will be sent a letter requesting their interest in continuing or other interests of involvement. New interested parties can submit a written "letter of intent" to join a WBC committee.

11) Tokyo Event

WBC will have a booth space to promote WBC in the competition area, a place to promote WBC and address questions.

Welcome Party – Saturday, July 28th

A “Meet & Greet” will be held for champion Baristas and WBC officials. Official invitations will be sent (when the champion registers online) and champions are only allowed to bring one guest. Prizes will be announced at the event. Sponsorship for this event will be posted online.

-Barista Party

La Marzocco would like to host and plan this event.

-Items to sell

Managed by the liaison for merchandise

-4th machine

Managed by the liaison for the logistics of the event.

-Competitors gift packs

From some of the “In-Kind” sponsorships.

-Trophies for event

Trophies are in the SCAJ budget. TL will arrange for details and photos to mimic the traditional trophies for the 6 finalists. SCAJ will be responsible for producing these.

-Prizes for event

Creative trophies or prizes can be available for additional events, most congenial Barista (elected by his fellow Baristas), best espresso, best cappuccino, and best signature beverage.

For champion, or 6 finalists, possible opportunities from the “In-Kind” sponsorships, ideally a hosted trip to coffee producing country.

New Business

1) Director Liability Coverage

JV reviewed options for coverage through SCAA. WBC will request that 50/50 coverage is split by SCAA and SCAE. Liability coverage is being considered because of WBC decisions/issues increasing the risk at the on-site event. TL will speak with Mick from SCAE about options and JV and TL will compare our options.

2) Assignment of Board Liaisons

A) Judges and Certification – Tone Liavaag/ Cindy Chang/ Tim Wendelboe

B) Rules & Regulations – Tone Liavaag/ Tim Wendelboe

C) Technical Standards – Doug Zell/ Tim Wendelboe/ David Cooper

D) Hemisphere Coordinators

-Includes National Body Coordination – Cindy Chang

Cindy, David, and Emily will continue temporarily to work towards getting all the information about NB's to Michelle Campbell until the re-structuring takes place.

E) Event & Logistics

-Includes Sponsorship Coordination/ 4th Machine/ Booth – Mireya Jones

F) Marketing & PR/Media/DVD – Doug Zell/ Tone Liavaag

G) Sponsorships Sales/“In-Kind” Prizes/Gift Bags (Judges, Competitors) – Doug Zell/ Andy Fawkes

H) Finance

-Includes AR/AP – Andy Fawkes/ Jeff Vojta

I) Website – Tim Wendelboe

J) Social Events– David Cooper/ Tone Liavaag

K) Wearables/Branded Product Sales – David Cooper/ Tone Liavaag/ Cindy Chang

L) Governance/ Charters – Jeff Vojta

3) Policy to be written

A) Judges conflict of interest – Tone Liavaag

B) Competitor code of conduct – Tim Wendelboe

- C) Communication policy for board (internal and external) – Doug Zell
- D) Champion code of conduct/annual expectations – Jeff Vojta
- E) Sponsor Links on Website – Mireya Jones
- F) Judges Code of Conduct – Tone Liavaag/ Tim Wendelboe
- G) Disclaimer on NB – Jeff Vojta
- H) NB Selection Process and Licensing – Cindy Chang

All first drafts for policies will be submitted to the entire board by November 3rd. TW will make the website have a section for archives on documents and threads for discussion.

4) Venues/Dates for WBC Judges Training 2006-2007

Sensory skills re-take tests will be made available in UK (DC and AF will announce details) and Norway (TL and TW will announce details). Email was sent by CC to candidates in New Zealand about interest in holding a sensory skills re-take test there (TBD based on interest). Chris White will be approached to carry this out.

5) Singapore NB Approval

Reviewed the application sent by the Singapore Specialty Coffee Association and voted on approving (Vote passed with 0 dissenting votes)

Meeting was adjourned at 5:00 P.M.