



**Summary of  
 Board Meeting Florence, Italy 9:00am-5:00pm Saturday, March 17th**

**Location** Villa La Pietra  
 Via Bolognese 120  
 50139 Florence

**Present** David Cooper, Tone Liavaag, Tim Wendleboe,  
 Cindy Chang, Mireya Asturias Jones, Doug Zell

**Apologies** Andy Fawkes, Rob Stephen

**Minutes** Recorded by Cindy Chang

**Updates**

**Financial/Budget** AF via David Cooper  
 Most of the sponsorship monies have been received and payment plans are being made for some remaining collections. AF has appointed auditors to review the accounts and the WBC board and the owners (SCAA, SCAE) will receive copies. AF will complete his term with the WBC by June. A new treasurer needs to be appointed. AF is willing to stay onboard as a Secretary four our accounts in the UK. The WBC will accept AF's offer to act as Secretary until a replacement is named.

**Sponsorship** DZ  
 MJ presented the sponsorship opportunities document. TW will post the opportunities online. Contact information for the sponsorship interests will go to DZ. DZ will present all interests to the board for approval. DZ will continue to contact Barista Magazine about a media sponsorship position.

**Rules & Regulations** TL  
 New versions of the Rules and Regulations are in place. Score sheets are also updated. TL will modify the electronic version of the score calculation to reflect the new score sheets. TL will send to CC who will create an instructional page. The instructions and score calculation spreadsheet will be posted online for NB use, upon completion.

**Judges** TL  
 TL finished the new Judges Manual and it is currently out to the Judges committee (Jose Arreola, Fritz Storm, and Justin Metcalf) for review. Deadline for their feedback is Monday, March 19<sup>th</sup>. The judges' information will be collected in to a "judges' workshop in a box" package by CC and resent to the JC committee for review.

**Technical Standards** DZ  
 A letter was sent by Michelle Campbell to the machine manufacturers to submit equipment for testing. Manufacturers were asked to send a technician with the equipment to the on-site testing.

One week before Tokyo the TS committee (John Sanders, Willie Hansen) will test the equipment. DZ will make sure the "technical standards" document will be sent out to the manufacturers and the board.

HC Update CC

New documents for the Sanctioning, and Post Competition information have been put online. TW suggested introductions/instructions on all the new documents. CC will send TL this information to post on the website. Jose Arreola has not responded to the board about taking over the HC position in the Western Hemisphere. The Euro-Africa region has grown too large for one coordinator. DC would like a replacement for the position. No person is suggested at the time. Details on the HC responsibilities might change with the new administrator. A new training committee was suggested for the WBC representatives that can go to various countries to assist and train on new competitions.

Tokyo Site Update MJ

MJ presented the Schedule of Events and the diagram of the convention space. Not on the posted schedule is the Barista Meet & Greet on Monday, July 30<sup>th</sup>, at 7pm which will be coordinated by DC and TL. DC and TL will raise the funds to cover this event. TL suggested more defined positions in barista support during practice. CC suggested writing these duties into the new committee charters. TW will post on the WBC forum for interested parties who can commit to Technical assistance in the practice area, for Tokyo. The 4<sup>th</sup> machine sponsors will be assisted by SCAJ for Japanese coffee roasters. TW will manage the schedule of the 4<sup>th</sup> machine baristas. The 4<sup>th</sup> machine budget and profit split between WBC and SCAJ will be determined. The WBC will hold wrap meeting for WBC board, committees on the last day, Thursday, August 2<sup>nd</sup>, at 4:30pm at the mezzanine. A new updated schedule with all the additional activities will be made by MJ.

Website TW

Website has been updated a lot and more changes are in the works. TW will update the NB section to allow them to report their own competition dates and champion information. CC moved to add a category to sponsorships will be added to include website link for \$250. DC seconded the motion. Vote passed with 0 dissenting votes.

### **1) Approval of NYC Minutes**

MJ moved to approve the NYC minutes, DC seconded. Minutes are approved.

### **2) Berne Loose Ends**

-Trophies

TL has paid for the trophies that were re-made and shipped to Berne champions. TL will contact Samuel Zenger for reimbursement.

### **3) Policies Completed**

- a) Judges' code of conduct (including conflict of interest)
- b) Competitor code of conduct
- c) Communication policy for board (internal and external)
- d) Champion's code of conduct/annual expectations
- e) Disclaimer for WBC for NB's
- f) NB selection process and licensing

Documents a-d will be updated with a date and logo by TW and reposted on the website.

### **4) Director Liability Coverage**

DZ will complete the application to for liability coverage.

### **5) Sensory Skills Retake**

TL will send the sensory skills worksheet and formulas to DC to hold the sensory skills retake.

## **6) Tokyo Event**

### a) Sanctioning fees and processing

The final decision for collecting sanctioning fees this year are to collect by wire transfer. AF will send the banking information to Michelle Campbell (WBC administrator). CC will send an instructional page to Michelle Campbell with the terms of payment. The WBC administrator will contact all the NB's to collect sanctioning fees and manage the communication regarding sanctioning fees.

### b) Social events

#### 1) Barista Welcome Dinner (July 30<sup>th</sup>, 7:00 P.M)

Meet & Greet details will be managed by DC and TL. SCAJ is assisting with booking.

#### 2) Barista Party (August 2<sup>nd</sup>, 7:00 P.M.)

### c) Revenue Generation

#### 1) Beverage sales

#### 2) WBC wearables/product sales

### d) Competitor Items

#### 1) Competitors' gift bags

SCAJ will be making the gift bags and filling them. If SCAJ has concerns about filling the bags they will contact the board.

#### 2) Trophies for event

TL is coordinating the production of the trophies.

### 3) Prizes

Discussed opportunities with prizes involving cash and travel to an origin country. DC moved to introduce prize money for the top 3 champions (1<sup>st</sup> place \$3000, 2<sup>nd</sup> place \$2000, 3<sup>rd</sup> place \$1000). TL seconded the motion. Vote passed with 0 dissenting votes. DZ will contact FNC about hosting the prize tour. WBC will sell spots on the prize tour to public, who can accompany the top 6 champions. MJ will be the board liaison to make sure the tour is well coordinated at the origin.

### e) Media

#### 1) DVD- filming and sales

DZ presented proposal from Bellissimo for producing a DVD on the WBC.

#### 2) Other media

TL suggested press-kit ready for distribution in Tokyo. DZ and TL will coordinate to make the press kits. TW will update the website to include a "News" section to report the competition results immediately during the competition.

### f) Special Awards

#### 1) Best espresso

#### 2) Best cappuccino

#### 3) Best signature drink

#### 4) Congeniality

These prizes are additional prizes that are going to be announced at the beginning of the awards ceremony. The scores will be taken from the first round of the competition. TL will be responsible for the logistics on these prizes.

### **8) Committee Restructuring Process**

CC moved to create a new Training committee who can use the “box” documents to do on-site training with judges and NB’s for national competitions. TW seconded the motion. The HC positions will become obsolete and the administrator will manage the communications with NB’s. MJ will present templates for committee charters to the WBC board to create charters for each committee listed:

Judges Certification Committee  
Rules & Regulation  
Technical Standards  
Training  
Event & Logistics (including hemisphere coordinators)

### **9) Judging Concerns**

TL will create a judges agreement to disclose any conflicts of interest and present it to the JCC to include in the agenda in Tokyo. TL will confirm that JCC understands that they cannot head judge.

## **New Business**

### **1) Invitations for Judges**

TL will check with Justin Metcalf on the status of the judges’ communications so far. If no initial communication has been made, DZ will create a letter asking all possible judges to submit CV information on competition experience. DC and TL will review the experience levels of the candidates and select the people who will receive official invites. DZ will contact the administrator about sending out official invitations.

### **2) Judges’ Manual**

Currently being reviewed by JCC.

### **3) Espresso Machine/Grinder Testing Sponsorship**

#### **a) Process**

TSC is coordinating the testing. TSC will create sub-committees who can develop the testing parameters. The results will give us the possible manufacturers who qualify for the machine sponsorship.

#### **b) Sponsorship cost**

DC moved for the next machine sponsorships starting 2009 (for a 3-year sponsorship) to have a starting minimum value of “the Official” grinder sponsorship at \$100,000 (with exclusivity) and “the Official” espresso machine sponsorship at \$120,000, using a closed bidding system. TL seconded the motion. Vote passed with 0 dissenting votes. The remaining sponsorship levels will be determined in the next board meeting.

### **4) MC(s) for Tokyo**

Responsibility of WBC Administrator to find and coordinate emcee schedules.

### **5) Committee Member Expense Reimbursement**

The board agreed that no committee members can have their travel reimbursed for WBC except for the TSC for the purpose of testing espresso machines and grinders prior to the WBC, which is funded by the machine manufacturers. MJ will forward the policy from SCAA to CC to add to the minutes.

### **6) Tentative Tokyo Meeting Times**

A meeting is scheduled for Sunday, July 29<sup>th</sup>, at 11:30 am (for lunch) for the board, all committee members and WBC administrator. MJ to determine final location. Following the meeting the board will conduct an official board meeting.

**7) Election of New Chair and Vice-Chair for after Tokyo**

This topic will be re-addressed in the Tokyo board meeting.

**8) Discussion of Potential Additional Partner(s) in WBC**

This topic was discussed and there is no resolution at this time.

**9) Any NB Approvals**

DZ will contact the Executive Director and Chairman of the SCAE to determine the terms for WBC's NB licensing for countries in Europe, the Middle East, and Africa. The South Africa application is on the table and DZ will get a response from SCAE first before WBC can approve South Africa.

**10) Wrap Up & Adjourn**

We discussed forming a strategic plan to review with SCAA and SCAE. DZ will draft a document to share with the board for editing, and we will continue this topic in Tokyo.