



Convention & Programs Committee Meeting

November 10, 2020
Microsoft Teams Call
1:00 p.m. – 2:00 p.m.

MINUTES

*Attendees: Jay Hardy, Craig Souser, Rick Hoskins, Jesper Albertsen, Jon Miller, Ken Mentch,
Matt Zielsdorf, Peter Rasmussen, Trent Wanamaker*

I. Call to Order & Welcome

Jay Hardy welcomed the attendees and called the meeting to order at 1:05pm.

II. Approval of Minutes

Mr. Hardy called for approval of the October 2020 meeting minutes. Motion to approve was made by Trent Wanamaker, seconded by Jon Miller, and passed by unanimous vote.

III. Baker Invite Assignments

Next, Emily Bowers lead a conversation regarding the status of baker invitations and the baker data spreadsheet was updated pertaining to invitations extended and responses received. Discussion points to note:

- John Mulloy accepted the invitation.
- Joanie Spencer will be rejoining the committee Q1 2021 and will keep her active list.
- Kerwin is in the process of identifying the correct people from Campbell's to invite.
- Mario Somoza may no longer be in the baking side of their business.
- Emily will send follow-up emails to committee members regarding invitation status.

IV. New/Old Business

The committee had a general discussion about the status of Convention and the planning process being executed. Discussion points to note:

- Banff hotel contract has been amended to reduce overall financial risk to BEMA.
- Special event and tour planning is in process, with Covid precautions in mind.
- Domestic locations are being considered in the event that travel to Canada is not allowed. Destinations include Park City, Lake Tahoe, and Florida.
- Email and social media promotions will start in early December to align with the opening of registration.
- Registration will include detailed information and disclaimers regarding Covid, cancellations and/or change of venue.
- Programming is being designed for in-person, hybrid, and full remote delivery.
- Even if much smaller than anticipated, based on conversation at the Fall Board meeting, all efforts will be made to host an in-person event in June 2021.

V. Adjournment

There being no further business, Mr. Hardy adjourned the call at 1:40pm.

Mission: BEMA connects, educates, and provide resources for its members and the industry they serve.

Vision: BEMA creates an overwhelming competitive advantage for our members.