

**Vermont Brewers Association Events Committee Meeting Minutes
Wednesday, March 8, 2017 10:00am-12:00pm VBA Office**

Meeting Attendees: Amy Cronin (VBA), Melissa Corbin (VBA), Joe Lemnah (Burlington Beer Company), Anne Linehan (Brocklebank Craft Brewing), Marly Thompson (Harpoon), Andrea Gagner (14th Star Brewing Co.)

Review of Past Meeting Action Items

Amy's Action Items:

- Amy sent a message to Seven Days about restaurant week to person who runs it – asked what has been successful and if they want to be involved in Green Mountain Beer Week. Update since the meeting, we have a phone call scheduled for 3/13
- Amy has followed up with brewers who responded to the survey about participating in Green Mountain Beer Week this week. Amy only heard back from one person. The email was two weeks ago
- Andrea also sent out a message to all the brewers
- Next action item is figuring out how to rally the troops and how to get them involved – splitting up the contacts
- Put a message on social media for old festival photos – will work this into the plan, right now are announcing brewers
- Amy followed up with club president of Green Mountain Mashers, Jason, they are super excited to be at the festival and are willing to help with educational piece of the event. They are also, happy to share a tent with Peterson Malt if Andrew Peterson is interested.
- Melissa and Amy thought we should to move the nano brewers agenda items to after the 2017 festival since we are not making changes to this year's event. Put it on a festival wrap-up agenda, make a plan and presentation to the Board.
 - Nanos don't have enough to pour, shared tents, one session? How do we make this more inclusive? Maybe just bring one beer instead of a variety? J'Ville, Red Barn, Norwich signed up and have gone a bunch before – is this a problem that we need to solve?
 - Bent Hill: He hasn't been at the festival, he has wanted to attend but the amount of beer was tough and he wanted to come for one day, which wasn't a possibility in the past. He does the nano festival and that is a good fit for him because he can sell pints at it. Mike wasn't feeling too strongly one way or another about participating in our festival.
 - Possibly survey the nano brewers to see what works best for them. Anne host's the nano brewer's festival (7 are attending this year) so it would be worth going to the nano event and compare models between the brewer's festival and the nano festival. Then at the festival wrap up meeting in September

talk about both festivals and make a recommendation to the board on how we can accommodate the nanos.

Melissa's Action Items:

- Amy and Melissa to contact Trout River about the former owner
 - Melissa reach out to Trout River about Dan Gates brewing with them, ball is in Trout River's court
- Recommendation to the Board to increase food vendors by \$150 for a total of \$950 per food vendor and retail vendors increases of \$50 for a total of \$450 per retail vendor
 - Haven't put it out to the Board yet because they were dealing with other projects. Amy needs answer by end of March.

Committee Action Items:

- Message to brewers about Green Mountain Beer Week – (Amy/Andrea)
 - They both have sent these out
- Old photos from past festivals – Only have found “historical photos” (last 5 years) not really any older photos. Maybe old newspapers from Free Press coverage? Another step might be to hire a VBA/VBF photographer for the Festival?
 - Might be worth thinking about hiring someone, suggestions for photographers were:
 - Urban Rhino
 - Reciprocity
 - Thrashley (Instagram name)
 - Peter Cirilli
- Former brewers: Andrea to try Rail City, Paul to try Catamount
 - Andrea has tried tracking Rail City down, but with no success as of now

Green Mountain Beer Week

- Reviewed list of what is confirmed for event, have followed up with people, but more following needs to be done, rally the brewers to get involved
- Marly shared that Harpoon was talking about doing a beer and cheese pairing with their neighbor (Farmstead Cheese), a Vermont souced beer, and wanted to talk with Steve Theo at Zero Gravity (since he used to brew at Harpoon) about a collaboration beer
- If each person took 5 about 30 brewers could be contacted
- Brewer to brewer conversation – try not to make it super complicated, it shouldn't be extra work – what are you already releasing?
 - Tap takeovers – should we be pursuing?
 - Not a solid response back from people – should we drop this this year? Should we focus on just driving people into the taprooms?

- Instead of tap takeover statewide, pick a handful of places, it is not really about making money for the retailers, it's about the breweries
 - Amy and Melissa will narrow down from 30 places to about 4 places across the state
 - Joe mentioned how the Colorado Guild makes it easy by having each day across the state could be the same theme (i.e. beer and cheese pairings on Tuesday, tours with the brewers on Wednesday, etc.). It makes it attainable – for the brewers and more community driven
 - Partnering with cheese or chocolateries as an Association instead of individually
 - Patio party//openings
 - Marly mentioned there is a chocolatier in Brattleboro Harpoon was going to contact
 - Amy and Melissa to contact the cheese council to see if we can make the cheese pairing possible and contact Lake Champlain Chocolates
- \$6,000 budget line item and how we are going to achieve it?
 - Brian Cook is making a large glass order next week, if we wanted to add to it and create Green Mountain Beer week glasses it would save money
 - Do we order GMB week glasses for each event, glasses costs \$3, add \$10 onto ticket price to include glasses so the Association gets net profit of about \$7. Maybe too complicated for first year?
 - A dollar of each pint sales gets donated to Association maybe during patio parties or a day that week
 - Sponsorships from Cabot and Lake Champlain Chocolate

Festival

- 35 brewers confirmed, Steve from Drop-In verbally said yes but hasn't done survey yet, and Zero Gravity as well so we are at about 37 brewers (plus three others we think will show up do that leaves us with about 40 spots filled)
- Pursue guest brewers by March 15th
- Lost Nation said no, Amy saw Dani from Foam and they on the fence because of the amount of beer needed is a lot for them and they would need to figure out staffing
- Remedy the situation with DLC – this is why Lost Nation isn't coming
- Should brewers not have the first pick for the festival next year if they did not come this year?
 - Recommendation to the Board that if you don't go to the

festival you don't get first pick next festival. Already a rule that if you say yes then pull out with 60 days of the festival you cannot go to the festival next year.

- Talked about the brewer's gathering after the festival for brewers – talk about at another meeting?
 - Possibly Sue from Bluebird Barbecue maybe catering and bringing beer through her?
 - Budget?
 - Permitted space? Melinda Moulton owns Main Street Landing and offered here space to us. Amy does not think it's permitted. Should we just go to a hotel room? Marly will talk to Steve Miller about legality and what happened in the past and bring it to the next meeting
- Guest brewers: We have about 6 open guest spots. Reviewed a list of Canadian and out of state brewers from the last few years. Do we keep a few spots for out of state brewers who could help with selling out our Friday session such as Bissell Brothers or Treehouse? There is the possibility adding another tent or two – going from 46 slots to 48? 8 slots for guests, 50-50 for out of state and Canadian?
- Decided to invite the four Canadian brewers who were have been there for the last four years (Dieu du Ciel, Dunham, Hopenfestark, Le trou du diable) and check-in with the other two Canadian brewers who asked to be at this year's event.
- Amy will set-up a meeting with the City and VT tent to walk the festival grounds to see if we can add another tent for two more brewers. Those two spots will be for out of state guest brewers. Will start with Bissell Brothers, Foundation Brewing, and Suarez
- Tickets: We should allow people to buy tickets to a second session as long as they are not consecutive sessions since that would be irresponsible. For Friday day, could we creating a discount or some initiative if you bought tickets to another session? Start with offering tickets to multiple sessions – committee was in agreement on moving forward with this idea
- Sponsorship: The committee was asked to send list of suggestions of companies for sponsorships, but there was no response. This is fundraising, it can't be done without the committee's introduction to businesses. Please send a list of contacts as soon as possible.

Review of band suggestions (American/Bluegrass)

- DoJo: Ninja Slamgrass - all eighties all bluegrass
- Annie In the Water
- Upstate Rubdown
- **New Review**
- Damn Tall Buildings
- **Rumblecat -night time?**
- smalltaker

- **Eames Brothers**
- **The Grift**
- The budget is \$1,000 per band so one band per session, suggestion of bands came from Nectar's. Nectar's was sent all the suggestions given to us by our brewers. Nectar's sent us back ones that would be in our budget. No one was super excited about the list and felt that it was maybe a little too Bluegrass.
 - Decided on Rumblecat and the Eames Brothers for the nighttime, the Grith for the daytime and maybe New Review. Andrea will find out who the band is that plays at Boyden Valley in the fall, they seem to appeal to the masses and are able to shift from day to nighttime music

Amy's Action items:

- Put a message on social media for old festival photos
- Look for old festival photos from the newspapers (VBA intern project)
- Price out photographers for the festival
- Narrow down the list of 30 craft beer bars we have for tap takeovers down to places to about 4 places across the state (Amy and Melissa)
- Contact the cheese council to see if we can make the cheese pairing possible and contact Lake Champlain Chocolates (Amy and Melissa)
- Pursue guest brewers by March 15

Melissa's Action Items:

- Recommendation to the Board to increase food vendors by \$150 for a total of \$950 per food vendor and retail vendors increases of \$50 for a total of \$450 per retail vendor

Committee Action Items:

- Follow-up with brewers on participation around Green Mountain Beer Week (All)
- Talk with Steve Miller about legality of the brewers gathering and what happened in the past. Bring information to the next meeting (Marly)
- Companies and contacts for sponsorship needed as soon as possible (ALL)
- Name of the band that plays at Boyden Valley event (Andrea)

Future Meeting Date:

- Next Meeting Tuesday, April 4th 10 am-11 pm
 - Location: Burlington area with option to call in