

Vermont Brewer's Association

Board of Directors Meeting

December 15, 2015

Attendees: Melissa Corbin- Executive Director, JP Williams- Trapp Family Brewery, Steve Parkes- Drop In Brewing, Chris Rockwood- Magic Hat, Sean Lawson- Lawson's Finest Liquid, Matt Nadeua- Rock Art Brewing, Allen Van Anda- Lost Nation Brewing, Brian Cook- Kingdom Brewing.

-Melissa opened the meeting with a report of her recent activity since taking on the new position.

A. Quick books expert to integrate VBA and VBF books

B. Expert will work with Melissa to instruct and refresh her quick books skills.

-Who should be a signee on the festival's bank accounts?

A. After some light discussion it was determined that signees of the festival account should include: Executive director, president, treasurer, and festival director.

-Economic impact study will be sent out for review by the Brewer's Association (national) and UVM economists.

A. Board would like to see a deeper probe to include retail sales

B. Can restaurant/bar sales be included (beer tourism)

-Old Redeemed passports: taken up excess storage space.

A. All agreed these can be disposed of. We already have rough spreadsheets with pertinent data.

-Organizational Chart:

A. Currently all committees report to the board of directors. Often leads to long, slow discussion and little to no action. No Written policy of governance (new governance committee formed to tackle this issue).

B. All committees will report meeting minutes, findings, and suggestions to Executive Director (E.D.), E.D. is sole point of communication to the board. Board will then discuss, vote(if needed) and report back to E.D., who can then report back to committee chair.

1. Board members no longer need to serve as committee chairs

2. Board members not required at committee meetings

3. E.D. is invited to all meetings, but does not need to attend.

4. Should support increased membership participation.

C. All new committee chairs should come from existing committee members. This will ensure continuity of work.

-Paul Saylor- Zero Gravity, Garin Frost- Frost Beer works, Laura Streets- Festival director join meeting.

-Laura's Notes: new contract proposal by May 1<sup>st</sup>. Communicate direction the board would like to go by "spring" 2016.

a. Laura is on board with above outlined communication structure.

b. She is supportive of signees for bank accounts.

c. Need to transfer Laura's information from Quicken into Quick Books.

1. Should Garin handle this or the QB expert Melissa will work with?

d. Budget- Laura and committee discuss and prepare a suggested budget for the festival. This budget will then be voted on by the B.O.D. Any variations from the approved budget must get B.O.D. approval.

1. After some discussion Board and Laura agree that any budget amendments must be approved or disapproved within a 2 week time frame.

-Website: Laura has put together a proposal for website development of VBA and VBF and would like to take on the role of Marketing Director for all things VBA.

a. without updating websites to have mobile capabilities, we may lose search positioning.

1. after discussion we want to hold off on building the mobile aspect until the VBA and VBF websites are merged and completed.

b. Ticketing: Ticket Alternative currently handles the online ticketing. They use their own server so sales for the upcoming 2016 festival will be unaffected.

c. At this point the board is not ready to vote on Laura's proposal. We still need to define how we want to proceed with marketing and whether the marketing director role will be a function of the E.D. or a separate employee (or contractor for that matter).

d. Laura has stated that she must be considered for the position of marketing director if she is to continue directing the festival.

-Quarterly Meetings: B.O.D. meetings will be held in March, June, September, and November. Sean will provide a proposed calendar.

**ACTION ITEMS:**

- 1. Sean to email copy of Laura's current contract and association by laws to B.O.D.**
- 2. Sean email Laura a copy of the E.D's. job description to understand the role of the E.D.**
- 3. Sean to email Laura the notes from last year's strategic planning session.**