

Vermont Brewer's Association

Board of Directors Meeting January 26, 2016

In Attendance: Matt Nadeau – Rock Art; Sean Lawson – Lawson's Finest; Brian Cook – Kingdom Brewing; Steve Parkes – Drop In; Matt Quinlan – Long Trail; Chris Rockwood – Magic Hat; Will Gilson – Idletyme (late arrival); Jane Van Buren – consultant; Melissa Corbin – Executive Director. Paul Saylor Joined later for festival committee budget update.

Not present: JP Williams – Von Trapp; Allen Van Anda – Lost Nation.

Meeting Opens with Melissa introducing current interns Alyssa and Dillon.

Sean L. motions to approve previous meeting minutes; Motion Seconded by Steve P. Minutes approved by unanimous vote.

Melissa compiled a list of current members.

1. There have been a number of ownership changes as of late which sparked conversation and questions surrounding what triggers a brewery's need to reapply for membership.
 - a. When a new brewer's notice is required/filed brewery will need to reapply for membership.
2. Sean L. Motions to approve list; Chris R. seconds. Vote: Unanimously approved.

Jan Van Buren- Strategic Planning Process

1. Need to develop a vision. Could add value statements.
2. Discussed the goals of our strategic planning meeting
 - a. Solidify association
 - b. Lay out policies
 - c. Create job descriptions
 - d. Governance and policies
 - e. structure
 - f. owning and protecting the VT beer brand.
3. Decided date: March 25th and 26th 2016.

Budget:

1. Melissa put forth a budget proposal for the board members to review.
 - a. Grant opportunities

- i. NCIC- simple grant available for Northern VT to cover marketing expenses, presented by Brian Cook
 - ii. Brewer's Association- grant to cover up to \$40,000, for 2 years, to help state level guilds and associations.
- b. Allied memberships:
 - i. Could be a great source of further revenue.
 - ii. Need to develop what the structure and benefits would look like.
 - 1. To be developed and nailed down at March retreat.
- c. Economic impact study completion:
 - i. In an effort to balance budget we decided to push completion out to 2017.
 - ii. Could reconsider depending on availability of aforementioned grants.
- d. Marketing/ Festival
 - i. We need to develop the role of marketing director so we can better assess the salary required. Without this role developed we cannot push forward with plans for integration of marketing and festival.
 - ii. Questions surrounding a few things for Paul S.
 - 1. Development- \$1100.
 - a. Anecdotal- Laura's time for meetings.
 - 2. Legal - \$3000.
 - a. Lawyer for DLC appeal. Should be billed back to 2015 budget.
 - 3. Staff- \$12000.
 - 4. Intern- \$1100
 - a. Melissa has resumes through the UVM program which should be utilized and is free. Laura will still have complete hire control and oversee the intern, but we don't need it to be a paid position.
 - 5. Security, Staffing, and Merchandise.
 - a. Will need to get back to Laura for answers on these.
 - iii. Website
 - 1. Rebranding and graphic services not included in the website total.
 - 2. Some worry whether this number is too low.
 - iv. Brewery Cancellation time
 - 1. Chris R motions to institute a cancellation time. Sean L seconds. Vote: unanimous approval in support of motion

2. Chris R motion to increase cancelation time to no later than 60 days prior to festival. Brian Cook seconds. Vote: unanimous in support of motion.
2. BOD are happy with layout of proposed budget.
3. Need some clarification on above questions before we can vote.
4. Year to date budget updates should be provided quarterly.
5. Budget to be approved via email once Laura can provide clarification on questions.

Legislative Committee

1. Bill S164 – pushed/introduced by covered bridge.
 - a. Doodle poll of the membership generated 19 responses.
 - b. 10 opposed, 6 in favor, 3 no decision
 - c. The main concern is based in maintaining equal opportunity for sales and to avoid the instance of “tied houses”.
 - d. Sean L. motions to oppose bill, Will G. seconds: Unanimous Vote in support of motion.
2. Growler sales in 1st class licensee’s (on premise)
 - a. Sean L motions to oppose, Chris R seconds. Vote: unanimous in support of motion.
3. Sampling
 - a. need to explicitly clarify and codify educational sampling by employees.

VBF afterparty: The men from Foam Brew works have offered to host an official afterparty. The BOD is in favor of an official after party; however, it must be done in accordance with current DLC laws. At this point we do not want to make this an VBA sanctioned event as there are a lot of questions and concerns surrounding keeping it in accordance with DLC.

Open Discussion:

VBA turns 21 this year. We should put forth a press release announcing as such to celebrate our past and current strides forward.

Peter Johnson will be coming to town for the festival. We should see if he can point us in the right direction on how to run an official after party without issues form DLC.

VT beer week: promoters are asking for our endorsement again this year. There is still a lot of questions surrounding the promoters' intentions and goals of this event.

Action Items:

1. Melissa to get official proposal from promoters of VT beer week so we can debate and decide on involvement.
2. Melissa to clarify Laura's answers on VBF budget questions and email to board.
3. Melissa and Sean to pursue grants.
4. BOD to inform Jane on polling questions and names of people for her to talk to with regard to directions we may need to go.