

Vermont Brewers Association

Board of Directors Meeting

Conference Call

February 27, 2018

2:00 - 2:50

Present: Avery Schwenk, Marty Bonneau, Anne Linehan, Paul Saylor, Dan Sartwell, Marly Thompson, Amy Cronin, Garin Frost, James Branagan, and Dan Ukolowicz

Absent: Melissa Corbin

- Inform / vote on Marketing committee request
 - The Marketing committee is asking that we increase the advertising budget for VBF Killington from its original \$5,000 to \$10,000
 - This is a new fest and it needs additional funds to get the word out
 - 1,739 tickets sold thus far
 - We've come in under budget for certain things: insurance, rental equipment, etc.
 - The savings in these categories ought to offset additional ad spending
 - Garin motions that we increase the ad budget for the VBF Killington fest by an additional \$5,000; seconded by Marly
 - Vote: All in favor

- Inform / discussion re: our Melissa's current family leave and possible next steps
 - She is currently out on family leave and will be for at least two weeks
 - After two weeks, we'll have to reassess the situation and, if necessary, we may need to hire an interim ED
 - In the meantime, we may need to hire a part-time administrative assistant
 - Discussion:
 - Current VBA initiatives at hand and the role that new hire would play
 - Generally, email triage with close advisement from Avery, Paul, Amy, and committee chairs
 - Marty motions to approve the hire of a part-time administrative assistant ASAP; Paul seconds
 - Discussion:
 - Our lobbyist, Jessica, will be able to contact Paul, Avery, and Dan S. directly regarding legislative matters
 - Depending on the paid/unpaid nature of this leave, paying for this administrative assistant would easily fit into the budget

- Franchise reform updates
 - It's expected that the bill will be voted out of committee by the end of the week
 - The bill caps out at 200,000 bbbls/year, rather than percentage of portfolio
 - After its vote in the House, it will move on to the Senate

- It's important that we remain flexible in our negotiations with distributors moving forward
- Motion to adjourn from Marty; seconded by Paul
 - Vote: all in favor