



BEER WORTH FINDING  
**VERMONT BREWERS  
ASSOCIATION**

**Events Committee Meeting Minutes**  
**Thursday, February 22, 2018 2pm-4pm**  
**Harpoon Brewery**

**Meeting Attendees:** Joan Bulzacchelli (Hermit Thrush), Amy Cronin (VBA), Andrea Gagner (Committee Chair, 14<sup>th</sup> Star Brewing Co.), Anne Linehan (Brocklebank Craft Brewing), Avery Schwenk (Hermit Thrush), Marly Thompson (Harpoon Brewery)

**Review of action items from the previous meeting:**

UVM Tasting events

- UVM to cover cost of beer (\$25 per ticket is what they are charging alumni)
- \$35 for permit plus beer, VBA can't cover all of this so UVM should pay for beer
- Charging for event v. charging for what brewers have to pay? UVM should cover educational permit (Avery to FWD info on permits)

Summer festival

- Survey went out with a call for participation and included in that was a questions on whether or not people wanted to donate beer
- Amy has been in touch with Main Street Landing and the difference between renting the restaurant or train station is \$800 versus \$400. Amy needs to look at the budget
- Melissa to contact the mayor's office - will be doing that

Committee Action Items

- Sponsorship?
  - Andrea sending notes to members, brewers-many thanks
- Testimonials about Green Mountain beer week?
  - Marly and Andrea will send something

- The committee will work to have them to Amy by sometime before next committee meeting

## **Killington Ticket Sales and Marketing**

- Last meeting Andrea mentioned Boston Globe
  - The VBA worked with Boston.com for summer festival, \$1,200 for two weeks and there were only 103,000 impressions, 139 clicks
  - The committee agreed that another go isn't worth for the money
- As of now, at over 1600 tickets, 47 tickets between this morning and now (push notification from the is working)
- Ask app people if you can click on the push notification and go right to the app
  - Hyperlink?
  - Right to website?
  - Find out how many tickets before and how much of a boost the push notification gave us
- Marketing committee meeting yesterday
  - Discussed asking the board for \$5,000 in marketing money
  - Building off the popularity of Burlington for Killington wasn't necessarily the case
  - We need to spend more marketing dollars to make Killington a success since it's a new event
  - Saved money on insurance premium and some of our rentals were less than anticipated
  - Pricing out radio promotions, VPR and the Point, Social
  - We were in Killington Drift emails
  - We are on their TV screens and they have table tents in all the bars in their lodges
  - VPR--listeners are craft beer drinks, \$600 bucks plus tickets to event for a two week run and a banner on the website homepage was what they did for our summer festival
    - Are we targeting the wrong people if we advertise on VT? Vermonters or out of state?
    - More push notifications through the app, two more before the festival

- Make pushes shorter, catchier
- See if we can check click rates on the notifications
- See if app people have higher click rate times to get the most eyes
- 8th and the 22nd, spaced out two weeks apart for the push notifications
  - If no stats on push notifications, google what would be the optimal time
- Currently taking between \$2–3 to sell a ticket
- We had a hard time with sponsorship
  - Realty agencies in the area were contacted for ads in the festival guide
  - Not much in Killington
  - Troubleshooting: First time festival? Unsure of stats?
  - We have \$3,500 in sponsorship from three sponsors
  - Festival guide needs to be at printer by early March
  - State of Vermont largest sponsor at \$2,500
  - Andrea mentioned the Lenny's and Boots n' Beer fundraisers
    - Beer sampling in the store, donate a portion of the sales to local charity
    - They might want to get involved with Burlington if not Killington
  - Cabot for the summer? Vermont Farmstead for Killington?
    - Cabot was asked and they don't have the ability to sponsor and Vermont Farmstead cheese is paying for retail space at both events
    - Grafton?
  - Cheese council does well on sponsorship. Amy will revisit who they have for sponsors and at what levels
- Final sponsorship asks over the next week or so
- Casella for Burlington. Amy has a call into them
- Simon Pearce? They create the prize for the world cup of skiing
- Logistics

- Layout slightly different from Burlington, setup is 10x10 space for each brewer and it's a total of 4 tents
- There are retail vendors and VBA in addition to brewers that are in tents. The current layout has two brewers in the tent with retail. How can this be changed?
- With Burlington we have opened the doors 30 minutes early to get people through the door and give early access to food vendors. How can we do this with our current layout
- Block off brewers tents?
  - Watch out for people who want to get beer early
  - We also don't want to distract from setup
  - Can we block off brewers tents?
- Tents-- 2 brewers would have to share with retail vendors
  - Can we space brewers out with retailers? How can we separate food and other retailers?
- If we don't open early retail vendors will be missing out on a half hour of sales
- Blend in vendors so they get more traffic throughout the festival?
  - If the brewers that would be lumped in with vendors they wouldn't get as much business throughout the festival
- Spots 7-10 and 11-14 as vendors--right in the middle? Can still block off vendors in the middle of each section, nobody's isolated (Yes!)
- Inner spots of each tent as vendors--all the ones closest to the food (End 4 on back side of festival)
  - Still walk by the beer on the way
- Wifi? Is it needed?
  - Verizon hotspots?
  - Harpoon in Boston has had a truck with charging station and wifi setup. They even pay to be there as a sponsor
- It may be needed for merch. 14th star will sell stuff
- As long as there is good cell coverage it doesn't matter if there is wifi
- Names for volunteers, can the committee help with this? We have contact the Rutland young professionals, Avery's gave us a contact

- What about homebrewers clubs
- Andrea is meeting with the Green Mountain Mashers next week and will ask
- Rutland fire department has been contacted
- Snowmobile clubs that could come in and run parking, etc (line item in budget that could cover donations)
- Ski clubs? (Parents)
- Early access to summer festival for Killington volunteers

#### Burlington

- Tickets usually go on sale the beginning of May
  - Pre-registration happens and then the general sale a week later
  - April 30th–May1st were going to be the dates, but that is during CBC
  - Presale May 7th–8th, general sale 14th–15th? Does that feel too late
  - Vermont ticket only sale dates?
    - Mid April -- 16th
    - Move presale to a couple of days before CBC, following Monday
      - 23rd–24th for Burlington presale
    - General sale Friday, April 27th
- Messaging for Vermonter session (marketing committee question)
- Banner over main street for first week of June, include Vermont promotion (marketing committee)
- Anne asked if any nanos have signed up. So far only Brocklebank has

#### Green Mountain Beer Week

- Closing event?
- When to call for participation?
- Last week of March right after brewfest
  - Ask for participation on 3/26
  - Give info for brewers at Killington
  - The survey to sign up talks about special beers, hosting events, general participation
  - Give more direction over and it will make it easier to sign up
  - Info to brewers about GM beer week sometime between now and March 8th

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#### Action Items

- Amy to resend sponsorship to the committee
- Send out a draft survey on green mountain beers week to the committee

#### Committee:

- Green Mountain Beer Week Testimonials
- Marly to send Amy info on wifi
- Review Green Mountain Beer Week survey before the meeting
- One last sponsorship push
- Andrea will contact the Green Mountain Mashers and Lennys

#### Meet at Beer Marketing & Tourism conference

- March 7th at 3:30