

Events Committee Meeting Minutes
Tuesday, June 5, 11am-12pm
Phone Call

Meeting Attendees: Amy Cronin (VBA), Avery Schwenk (Hermit Thrush), Marly Thompson (Harpoon Brewery), Joan Bulzacchelli (Hermit Thrush), Nate Scull (Hermit Thrush) Andrea Gagner (14th Star), Anne Linehan (Brocklebank)

Green Mountain Beer Week Review

Thoughts for next year

- Beer and cheese pairing successful at Brocklebank
- Catamount Pale Ale was a big hit at Harpoon
- Could have done these events without GMBW though
- 14th Star hosted tours and a couple of people for tours each day, but other than that wasn't huge

Recap of this year's events

- Last year there were 40 events around state – beer and cheese, tours, tap takeovers, special releases
- This year there were 27 events – 2 were fundraisers
 - Kickoff at Magic Hat Saturday before week where \$1 from each pint went to VBA in honor of Greg Noonan
 - Lawson's Finest Liquids had small tour and special cask tapping for new brewery and money went to VBA
 - Both events raised about \$2000 – budget was to raise \$3000, but we did raise more than last year
- PR was stronger – brewers were posting more
 - Due to logo?
 - Press – Seven Days, Fox 44, Dig Inn VT, Brewbound

Time of year

- Do we want to continue doing this? Do differently in future?
- Cut down efforts to focus on 1 or 2 things
- Andrea - Cutting off after 2 years is too soon to see if it would be something we could grow
- Do we want it to be awareness as part of American Craft Beer Week?
 - Doesn't matter it is part of ACBW
 - Move to fall?
 - Marly mentioned how it might help Amy's workload
 - But there is a fall technical and conference, annual meeting. The work load would be a little lighter in office because we aren't planning two festivals and GMBW
 - Amy was concerned that it was a lot of information going to the brewers at once, both VBF events and GMBW
 - Explore badges in the app for the week
- Talk to board about moving to fall 2019
 - Last week of October? Monday 21st to Sunday 27th?

- This would be the end of fall foliage and most festival are over by that point
- We would want to avoid Halloween
- Ask the membership at the annual meeting if they want to see if moved and if the time of year we are proposing works

Festival – Burlington

Ticket Sales Update

- As of this morning, we have sold 8,048 tickets
- 2,100 behind last year
- Sold out Saturday night so far this year

2018 numbers -

Session 1 sold - 1,377	Left to sell: 1,423 - 830 are VT people
Session 2 sold - 1,452	Left to sell: 1,348
Session 3 sold - 2,419	Left to sell: 381
Session 4 sold - 2,800	Left to sell: 0

2017 numbers-

Session 1 sold - 1,735	Left to sell: 1,065
Session 2 sold - 2,815	Left to sell: 0
Session 3 sold - 2,803	Left to sell: 0
Session 4 sold - 2,872	Left to sell: 0

- Budget goal for tickets is \$412,000 – need to sell 38 tickets per day for the next 45 days
- Last committee meeting talked about different promotion avenues
- Did contest on Facebook with a lot of engagement, but not sure it translated to ticket sales
- Facebook ad has been running consistently
- We have been trying to focus on what makes our festival unique for people to choose ours over other festivals?
 - Beers you won't taste anywhere else
- VT Chamber has been sharing via social
- City Brew tours filled last retail spot we had open
 - They will promote in Boston. They will put postcards in the badges people wear when they are on the tour. They have 90 people come through in a weekend
- Hotels sharing/promoting event
 - Not Hotel Vermont though which is disappointing. Amy followed up to ask why, but got an out of office.
- There are posters around Burlington
- There was a recent push notification on our app

- VT Digger – did a trade with us to promote Killington and advertising with them did well. We are doing a trade for Burlington so we will be on their home page twice and then in their daily emails for 10 days.
- Brew Your Own Magazine will host a digital ad for us again
- Untappd – we talked about exploring this at our last marketing committee meeting and for \$600 have event listing and target other area cities
- Buddy system with brewers – this was discussed at the board level – having our board members reach out to their peers to peer to peer outreach
 - Brewer to brewer conversation to promote festival
 - A few other brewers to see who has relationship with
- Nate ask if we had posters in the welcome center – no, but Amy can ask Cindy if we can, we did for Killington
- Ask guest brewers to post

Food Vendor

- Everyone was sent the layout from last year. We talked about moving the stage to where Vermont Flannel was on the map last year. After speaking with Atomic who does our sounds, we can't move it because of the lack of power in that area and the concern that location will violate the City of Burlington's noise requirements. We wanted to move it there so the back tents could heard the music
 - Atomic said they will add a PA to the area to make sure music is being heard
- Whetstone wants to bring their food truck to the festival to serve food and beer from at this year's festival. Amy is concerned about space and where exactly it could go. The food area was tight last year and with stage not moving we are in a similar situation this year
- Committee felt that brewers should all be under tents so it's an equal playing field we don't want to showcase one brewer over another.
- People felt it was fine to have them have their food truck there if there if it is separate from the beer
- Joan asked how we decide and do make sure we don't have competing and/or too many vendors selling the same thing. Amy mentioned that is something she has been trying to work out with Whetstone and Worthy so they aren't featuring the same foods
- Seems like it is too much to figure out for 2018, but try for 2019
- Update since the meeting: Met with Vermont tent to review the layout and it is not possible to add a 26 foot truck to our layout since the stage can't move and we added the education tent back to the event.

Next meeting date – June 27 1:30pm