

Brewers Association Board Meeting
June 13, 2023
Burlington Beer Company

present: Emma, Joe, Scott, Bob, Bill Mares(guest)
online: Geoff, Matt, Seth, Heather

Scott motioned to accept the last meeting minutes, seconded by Seth
aye: Geoff, Matt, Seth / naye: none / abstain: Scott

Brewfest:

Friday sales are low, Bill & Emma will do a live radio broadcast to help drive sales
Merchandise is up
No distributors delivering beer, only manufacturers
Pink boots to join the Carrier Coffee tent

Conference:

Ad hoc committee formed: Kara, Scott, Bill, Dan U (Simple Roots)
Conference beer: we have ingredients that can be donated. Not this year, our first conference, let's get a solid foundation first and too many questions- how much beer, how do you decide which beer, who brews it- concerns about quality of product, lots of details. Maybe utilize this idea at a different time of year, perhaps a fundraiser
Matty O agrees to be part of a business oriented roundtable discussion

Membership updates:

Lost Nation is back with Alan at the helm
Member dues: only 38 of 60 paid, check your buddy list and make some calls
Allied Partner dues: 27 of 33 paid and we have eclipsed our budget goals
Site visits by Emma: 24 of 60, what have these visits been like? Matt would like to see a standard of questions/ objectives to the visits. Emma has focused on recruiting for committees, building relationships and encouraging participation

Adding a new staff member:

Gordon is done at the end of August and Emma needs competent help
We have a \$40,000 payroll credit
Initial proposal by Emma: \$58,000 salary with \$500 insurance/month. Would focus on passport and retail objectives and increasing events.
Geoff- not a full time position right now, if they can show that they can raise money to justify the position.
Position could focus on merchandise for VBA but also members in need
We should start opening these position searches not just hiring from within
Matt- at our retreat we decided to shrink the VBA on both staff and the events we are taking on and this feels like the opposite of that. We are returning to the old ways of holding festivals and events to pay for staff

Is the conference going to pay off? Not just our bottom line but also for the Allied Partners to feel they got their money worth, that they want to come back and do it again. Needs to be great and we need help for that to happen. Some concerns that at the retreat we were told that with the consultants this would be able to happen without hiring someone else.

Potentially a 6 month contracted position to get us through brewfest and conference and the board can then evaluate if this position should be extended and what we want the organization to look like moving forward

Scott makes a motion to hire a full time employee on a 6 month contract as duties assigned by the Association Director.

Ayes: Geoff, Scott, Bob naves: Matt, Seth abstain: Heather

With Geoff adding that we need to support our AD but should be slimming our expenses, with this added help hopes Emma can take time to learn and advance

Mainvest:

The association gets \$500 for every brewery that signs up

Need more details and a service agreement, Emma to look into it and have an online vote

Next meeting August 29 and Burlington Beer Company

Scott motions to adjourn, Matt seconds

Ayes: all