



BEER WORTH FINDING
**VERMONT BREWERS
ASSOCIATION**

VBA meeting notes

6/18, 12-4, Simple Roots

In attendance: Nina, Geoff, Hannah, Kara, Emma, Sean, Terry, Bob

Not in attendance : Heather

Motion, Nina: motion to accept the meeting minutes for January.

Second, Terry

All in favor : unanimous

Membership Updates

46 of 55 members paid. Not overly concerned about non payers at them moment

47 paid for allied partnerships

Scotch Hill - Kara reached out and spoke to owner's mother. Had a great conversation but still have not received dues

Green Empire - Have not received dues or communication from ownership

Beer Naked also approached

Lost Nation response and new feedback review

Reviewed 2 new anonymous feedback responses. One positive, one less positive.

Event Participation

VBA intern looked at event participation and it seems like outreach is working well. Great response from membership and higher attendance at events

19 spots left for Lake Monsters VBA outing

Tech & Ed Day - Great feedback from membership and easy lift. Planning on more in the future.

Terry: Future events will keep the same format. Sustainability, business, and other topics will also be a part of it. Planning for 3 T&E days moving forward (including the conference).

Great response from presenters and good momentum going into the conference

Annual Meeting proposal

Emma proposed December 16th: Annual Meeting 1:00-5:00 (no lunch?) Holiday Party 5:00-8:00.

Board discussed details of the day's schedule for the annual meeting. Timing, planning, and length.

Sean P will discuss annual meeting plans at new Switchback Beer Garden & Tap Room for the meeting

Von Trapp, Lawsons, Good Measure discussed as annual party and additional tech & ed dates. Group decided that von Trapp is most favorable. Emma will approach and try to book holiday party for the week of December

Next Board meeting set for August 20th - Emma proposed pushing to mid-September (9/24/24)

Kingdom Fermentory and Flatbread still considering VBA applications

Emma visited Kingdom Fermentory and discussed it with Cody.

Paul Saylor putting his application together for Flatbread.

Financial Updates

See updated financial sheet

Nina: No big changes at the moment. More movement coming once we sell more festival tickets.

Discussed how the loss of members this year has affected bottom line

Lots of expenses coming down the line with festival and conference but things look good

Emma has proposed getting a credit card to cover VBA expenses and taking advantage of the points/benefits

Grant update - Emma finalized and sent it in. We will be receiving the rest of that grant

Emma discussed changing our CPA firm. Will include an audit but the group agreed that it would be beneficial to find more opportunities. Nina will also research

Brewer's Festival

Emma reviewed numbers listed in the board packet. Ticket sales are currently down significantly from last year at the same time. We reviewed last year's ticket sales numbers to compare

Discussed reasons why ticket sales might be slow. Weather and hotels sounds like a big factor. The topic of event insurance was mentioned on both the VBA and paying-customer side to ease the customer's minds

Emma: 10% off Friday tickets for Lake Champlain Chamber members since that. 10% off Vermont Fresh Network dinner the day after. Also considering running a 4th of July sale (flash deal).

Kara: Past festivals offered Vermonters a discount for the Friday session.

Sponsorships budget is 35k. Currently 15k in cash 17k in-kind. Reviewed specifics listed in the Board packet. Seven Days is rectifying ticketing issue with \$8000 in kind on top of the additional incentive that Emma had negotiated

Group reviewed Emma's proposed marketing plan linked in the board packet

Terry proposed changes to the 8% vs 9% 2 ticket requirement for the event. Per the DLC's advice, the decision is up to us as an association.

Board agreed to work with the DLL to bump the 2 ticket limit up to 9% beers and higher
Current signage will be amended to reflect the change

Conference

Schedule for the day has been figured out.

Lots of feedback was taken and enacted for this year's conference with a focus on giving the exhibitors more time.

Currently have 48 proposals from prospective presenters.

Terry reviewed logistical changes to flow of the days.

Made suggestions for keynote panel speakers day one. Currently reviewing proposals for the sessions

Still waiting on exhibitor sign ups. Expecting more sign ups closer to November. Currently 7 signed up

Committee Updates

Legislative - Emma: Open to questions but sessions were successful and favorable to the VBA.
Will revisit the brainstorm list later in the year

Emma proposing license reclassifications for next sessions. NH followed our lead and pursued the idea. We will use their language for a VT proposal.

DEI - Nina: Reached out to Pink Boots Vermont and proposed the VBA taking a leadership role with them. Pink Boots was not interested and went as far as to suggest closing the VT chapter.

Nina - Should it be communicated that Pink Boots VT money is not staying in VT?

3 year strategic plan for DEI

Education - Free workshops that member breweries can attend to promote safety and inclusivity for special designation. Trainings could eventually be required to post jobs on the VBA website. Grant money available from the BA for DEI programming

Survey - Sent out to all-member staff to measure the mentality of DEI across the state. Anonymous. Possibly giveaway attached to encourage participation. Option provided to give feedback.

Program similar to “Vermont Strong” brew days available to breweries. After these programs have been completed in the first year, start putting the spotlight on members doing good within the DEI space throughout the year.

Geoff: This kind of work is important to add authenticity to DEI efforts

Nina: Suggested a safe “whistle blower” feature for member breweries to report DEI violations and issues anonymously

Sustainability - Bob: T&E presentation went very well at last month’s event

Label liner program underway - wax paper-backed label materials are not recyclable

Nina: Idea using grain bags for garden grow bags as a sustainability effort. Will be enacted by Good Measure but open to a larger program.

Bob messaged Sustainability group with this idea

Future Opportunities

A-Bay looking for partnership for benchmarking services offered free to members

Craft Beer Professionals - “What’s going on...?” Terry to participate

Edible Vermont

Recap of Hill Climb sessions

USPS shipping beer is a big ask of the BA this year. \$160 million potential revenue growth if accepted.

Emma open to questions and discussion on the week’s topics

Strategic Plan

Nina, Emma, and Kara met and compiled strategic planning ideas in the board packet

Board reviewed document

Motion, : Joe, motion to accept the Strategic plan

Second, Sean P.

All in favor : unanimous

Motion, Nina: motion to adjourn

Second, Nina

All in favor : unanimous