

VBA Board Meeting 1/23/24

Location : Burlington Beer Company

In attendance : Emma, Hannah, Terry, Joe, Shawn, Kara, Nina, Matt, Geoff(on phone), Bob

Motion to approve January meeting minutes.

Motion : Joe

Seconded : Nina

All in favor : unanimous

Nay : none

Kara.

Board meeting guidelines. Board was previously using Roberts rules of order.

Government affairs debrief.

Matt with Zero Gravity. Has become the chair of the GAC committee. Congratulations on hiring Emma and thank you board for making her ED.

The session opened the 1st week of Jan.

Not much has happened this session so far. Bills are being introduced. The committee is largely "tracking" mode. Jessica is a great support and does a great job for us. They are planning to introduce alcohol bills this coming week. We will have a lot more to talk about.

Lucy Byron reported that there will be an alcohol omnibus - please define.. Separate bills that are grouped and then are voted on as a group. There will be discussion, we will get to find out where these bills are coming from and how they will affect our membership. We will know more. The pertinent bills are listed in the report provided. GAC discussed the bills.. Updates from those discussions.

HB601 - toxic materials in packaging. \*high interest to VBA. BPA lined cans are in current use by many manufacturers. There are limited canning procurement avenues, we need strong legal insight on how to approach this. BPA free cans are in short supply and mostly go to CA. The bill also covers paktech, boxes, wrap, plastic.. All materials can not contain these materials. Potential cross over project for GAC and sustainability. This is something we should all be tracking,

HB43 - off premise closed container sale.

662 - allows two companies to hold separate DLL licensing under 1 parent company.

680 - any venue to get a special event permit. Is this wise? A great sense will be gotten from the committee as it is talked about more. Safety?

H762 - DLL to perform regular compliance checks.. Sounds like a bill reenforcing their responsibilities.

As far as the bills that are still alive.

HB225 - tipped wage bill. - VBA to oppose

H417 - Happy Hour bill - voted to support, Jessica said that bill is dead in the water.

Neutral on everything else.

H60 - manufacturer to hold no more than 20 4th class licenses.. More clarity is needed to understand this bill and what the change from current law is and the possible implications to membership.

S107 - Tied House Law : hot topic.

Board conversation.. Legality around what we can put in the law to protect vermont and the brand of vermont beer?

Does this still apply?

More discussion with our membership

No consensus among board and membership.

If tied house moves further with the omnibus then the VBA will need to further examine and take a position.

No further questions. Thank you Matt for taking the time to brief us.

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PFA's

This is something that our members need to be aware of

Who's responsible to make sure what materials are being used and staying in compliance?

Jessica does say that the department of health will not enforce until there is

Can manufacturers may catch up and be able to supply but currently that is not feasible.

Geoff. A point to make sure the VBA is on the up and up to follow the rule making b/c once they go to rule making it is up to the VBA to make sure that those processes are reasonable for our industry. A follow up with the attorney general to make sure that consumer protections are

The legislature passes a law, then the administration creates a process or enforceable regulation.

We need to know more about how this is going to be implemented.

Next step - reach out to the commissioner of health as to what their plan is on the roll out of the law. Are there rules yet? Make comments on those rules. Reach out to the lawyer if rules are in place.

**Action** - Emma to reach out to both Commissioner of Health and lawyer.

Concerns about membership : access to PFA/BPA free packaging materials, escalating costs to vermont manufacturers, application of rule/law to brewer operations

## BUDGET.

Yearend was 2k in the positive.

Any Q about YE financials. None.

To FY24 budget.

Nina.

Nina and Emma sat down and discussed, stayed realistic.

Big changes.

Income.

Grants..previously got \$\$ for the website. Not a place for us to rely on income..

Allied trade partners .. up to 35k, has been elevated in previous years, this is keeping with that trend.

Sponsorships.. Up to 5k for fy24. Very realistic and we are already halfway there. The holiday party was sponsored.

VBF

Ticket sales - playing with tiered prices, consider supply & demand. We have not sold out the festival since covid.

Yeti - went down, this is not as popular in recent year.

CBC

Keep fy24 in line with actuals from fy23. This may change slightly but what other ticket types can there be to encourage participation. Ideas : networking, student tickets

Expenses.

CBC - will spend less on food and cutting a little bit everywhere. This will depend on location.

Speakers

Audio visual - we rented all those laptops

Food and beverage - we can do better

Exhibitors - depend on location and if we can expand or have to tighten.

VBA general

Events

More smaller member events, board meeting expenses added, technical sessions &, industry events could live with sponsorship costs

Software

New website platform. Consolidated the budget from previous years creating more clarity and reduce expenses.

Marketing - consistent with previous year.

Salary - payroll is one of our largest expenses, this is an expectation. Elevates 25k and does include 2 full time salaried positions.

Board approved ED salary and health stipend

Payroll - Hannah salary, received a raise.

Bonus - built into budget but are contingent on performance review and board decision to award.

Legal - need to renew a trademark, this will be expensive.

Lobbying - consistent with years past.

Security - 12k

Septic - working to get a deal to keep under 10k

Budgeting to make a little over 4k.

Previously we have discussed the annual budget at the annual meeting, membership had 2 weeks to comment and ask questions. This is not in the by-laws.

It may be helpful to send/share this to membership and provide that

We presented the financial statements at the annual meeting.

Motion to approve FY24 budget

Motion : Geoff

Second : Joe

Favor : all

Opposed : none

**Action** : Nina to send out to membership.

Fundraising : presentation of hop hunt

Treasure Hunt for beers.

Sponsorship potential? Champlain Valley Hop

Concern : how do we slow roll and make sure we are not encouraging binge drinking?

Concern : adding more work to breweries?

Concern : limiting with the focus on champlain valley hops, many hop growers in the state

Make into a winter event to help push people into taprooms? Traffic driver in January or Feb?

Table for now, keep in back pocket if needing a income boost. Winter?

IDEA : Add new trails to the current map? Fresh hop trail, apres ski trail

ED Bonus Structure.

Board agreed to a 5k(up to) bonus contingent on goals accomplished. Discuss goals and come up with what is reasonable.

Nina. professional development goals make sense. Association goals fall under strategic objectives. Have you looked into the community impact study?

Emma. we have data through BA, Bart Watson and through the VBF and chamber. We need better numbers if we want to do more grant writing.

Kara. likes what Nina is suggesting with strategic objectives. Do we want to pick one thing for member engagement?

Nina. There are a lot of ways that financial stability can be considered successful.

Kara. this is not something we have to decide on absolutely today but does need attention.

Emma. likes that there could be many ways to hit the category but wants to make sure we are all on the same page so that I don't have to hit every goal. This is my first year.

Kara. create bullet points of goals

Nina. Emma should keep notes on goals. This structure gives both board and ED flexibility to excel and move the association forward.

## INSURANCE.

2 policies.

Workers comp. Should be around \$600

Directors. Should be around \$1000

General liability. GHM, this will change this year and liquor liability can be included in future. This should be around \$3000. Elevated expense but covers more stuff.

Anything additional. \$120 for conference.

## Richards Group

Group health insurance benefit. Must have at least 30 people participating. Maximum 500 people. Must be 32 hours(full time) staff members.

They do logistics and run it?

Costs?

How is it set-up?

Captive insurance - ***insert definition***

Would have to be a member of VBA to access benefits but each participating brewery would pay in, not the VBA?

Q's.

How would it be organized?

Cost to VBA?

Cost to members?

Cost to individuals?

What are the requirements?

Would VBA be able to get a grant for a feasibility study?

If the brewery/member already has health insurance would individuals be able to pick which plan they wanted?

No further questions.

## MEMBERSHIP.

VBA member benefits.

Suggestion of making a 1 pager, further discussion at the retreat.

Members with unpaid invoices from fy23.

There does need to be a precedence.

Unpaid fy23 dues : Green Empire, Scotch Hill, Beer Naked, Lost Nation

**Action** : Bob to reach out to Green Empire about dues. Payment is needed. We can be flexible with a payment plan.

**Action** : Kara to reach out to Lost Nation, Scotch Hill and Bear Naked.

If these breweries want to retain membership, they will need to pay current and past owed dues. It is important to stay equitable to all these breweries and extend the same flexibility and understanding.

Brewery non-members

**Action** : Nina to reach out to Full Barrel Co-op

**Action** : Terry to talk to Freak Folk, Flatbread, Tropics(?)

**Action** : Geoff to reach out to Red Leaf Brewing

**Action** :

#### ALLIED PARTNERS

See attached benefits sheet, reworked.

#### EVENTS

Brothers Malloy, contracted events coordinator, working on VBF

CBC - working with delaney, wrote an RFP for VT venues, it went out to bid. We will see whom bids on the RFP.

See list notes from agenda.

Other ideas.

Mainstreet Landing/Performing arts center

Hula

Echo Center

Possible to use member breweries?

#### REGIONAL MEET UPS.

Kara. hopefully this can happen in the next 6 weeks. This is important to come to fruition, please reference the document. Goal is to hold these meetings prior to the Board Retreat.

**Action** : Kara and Emma will be identifying host breweries and contacting potential hosts.

What is the goal of these meetings?

To connect with the breweries outside of Chittenden that are not coming to annual meetings, party, etc. Engagement! Provide insight and inform on the strategic plan.

We need to make an effort to get to know all of our members as best we can.

These meetings would take place early in the week in the afternoon.

Emails to go out to each of the member breweries and ask for RSVP.

Intention for networking but also information seeking

**Action** : Kara and Emma to create an agenda for the town hall/regional meet ups.

Q. Kara. I feel like there are breweries that are being targeted and there are disrespectful things being said, how do we best deal with this?

Is there anything in our code of conduct that can support goodwill within our industry?

This speaks to the culture of our association.

The best approach may not be direct call outs but a reiteration of codes of conduct and up holding a cohesive industry.

One of the most important things is being a part of this community

**Action** : to release a statement around this topic, yet to be built, potential for retreat?

Geoff. Anytime we see this in the media, there is an opportunity to provide a gentle reminder that we are a respectful community and we lift each other up. Regional meet ups : That might be a cool way to engage a brewery that we don't see often.

**Action** : Geoff to reach out to Red Barn Brewing to see if they want to host.

#### 24 EVENTS CALENDAR.

Hannah goes over the 2024 calendar. See provided events calendar via agenda.

**Action** : Kara to announce Greg Noonan Day to membership. Casual event on March 4 to celebrate

#### VBA WEBSITE OVERVIEW

Emma. Would love to launch by early february. Only 10 pages carried over from the old website. Taking longer than expected

Hannah demoed the website for the board and talked about additional features to be added before launch

#### NEW BUSINESS

Nina. Suggested putting more focus on the sustainability program through program promotion and highlights

Nina. Looking to bring Pink Boots under the VBA umbrella to expand the program and make sure it's well supported.

Kara. The next board meeting is the retreat. What is the outcome and goals? We don't currently have a strategic plan and would like to develop one for the next 3 to 5 years.

Motion to adjourn

Motion. Geoff

Second. Sean

Third. Joe

All in favor. Unanimous

Opposed. None





## VBA meeting notes

3/12

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

Not in attendance : Joe

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

Second, Nina

All in favor : unanimous

Any additions to the agenda?

None are brought forth

## Legislative overview

Legislative session is coming up

We need to do lobbyist disclosure forms. Mutual fault between VBA and Necransen. These are mandatory disclosures and will need to be built into process each year. We were fined \$3000, Emma and Jessica were able to negotiate it down to \$1000. No fee associated with form submission, only for lack of submission.

PFAST : has pst in legislature, and is now going to  
Emma had a call with G3, they are a pfas free can producer. They are a supplier out of the west coast and are opening an eastern location.

## Regional meetings

Members did speak up. Proposed tax increase for low abv beer, this will seriously impact all brewers.

Bringing bills forward from membership : proposals by members are brought to the GAC and then the GAC will vet and bring it to the board for approval.

-#1 & #2. 1st & 3rd to operate a 2nd class license.

This is already happening. Conversation is around creating a streamlined manufacturing license that would incorporate 1st, 2nd, & 3rd for the malt manufacturing.

If this moves forward it would be smart for us to get together with spirits and vineous.

#3. Proposal for a clean draft lines mandate. VBA to support educating members on cleaning lines but not supportive of legislative mandate.

#4. Malt manufacturers can only send 12 cases direct to shipper per year.

-shipping for beer competitions.. Can we get a pallet together for member breweries to provide entry? Members do want to see more support for national beer competitions.

-talk to Sean Lawson for past group submission shipping.

-pull in allied partner for shipping or subsidize submissions for participating breweries

Financial.

See updated financial sheet.

Sponsorships.

We do have a bunch of in-kind sponsorships

Upstate elevate

Launching new products into the 21+ and would like to sample to

Q : is smoking allowed? A smoking area is provided

Q : do we want to add a limit

THC/CBD

Q : opens a larger question for the membership and the board at where we are at with the inclusion of THC/CBD.

There are legal restrictions on the TTB/Federal license

Q : how are they marketing the product?

Sponsorship amount to remain the same, \$2500.

Q : should we be considering a sponsorship for policy around cannabis products and the presence at our events?

There is a difference between a sponsor and a vendor.

CBD and THC licensing are different and dictate how those manufactures can mobilize.

Budget :

Sponsorships are on going. Emma feels our position will only improve and no worry.

Willis as an allied partner?

Tickets through Seven Days, great program that provides \$1 per ticket back to VBA.

Festival vendors : add grilled cheese vendor. Will be adding cold brew and Kombucha.

Any BBQ? Bluebird? Mark's BBQ? Black diamond BBQ?

**TASK** - Emma to ask okto fellas for food truck contacts.

Need more Vermont breweries at the festival.

AT LEAST 10 MORE VT BREWERIES, by 3/22

Email to go out tomorrow

**TASK** - all board members to reach out to their buddy list

If board members are too busy, let Emma know.

New Brewster river spot - is not open yet. "Lot 6"

**TASK** - board members to sign up if they will be attending.

Beer competition at the Festival. People's choice award at the festival.

Fest goers do get excited about featured beers and beer line ups.

**TASK** - Emma to reach out Anne at Brocklebank of NANOFEST about their people's choice process.

Website :

Feedback - many adjustments for brewery information/updated listings.  
Slow time of the year for the website. Will pick up for festival and conference

Conference.

Doubletree vs. Stowe

DT will be a better experience for participants and vendors. More space and connective spaces.

Will be a monday/tuesday event. This is also veterans day.

Motion. Nina - motion to approve the doubletree as the location.

Second. Terry

All in favor : unanimous

Sponsorship -

will be changing it around a bit

Lower the vendor booth cost to \$1200 and limit comp'd registrations to 1 per instead of 2

Non-profit exhibitor option

Same registration fees

Speaker proposal will go out after a contract is in place.

Evaluate comps and have more limits to comp's this year.

Malloy and crew will not be helping fill vendor spots but staff feel confident

Working with Emerson and Delaney.

QR for tipping beer service staff

Membership

Farm Road Brewing - hardship after Seth passes away, what can the VBA do support?

Members

We will send a formal letter to each unpaid member that if steps are not taken to come back in to good member standing. They will be removed from the VBA membership list.

Payment plan is an option and communication around

There has been member frustration with VBA involvement in brewer struggles.

Reach out to

Green empire

Hermit Thrush

Bear Naked

Lost Nation - kara has reached out, conversation on going

Not continuing membership - Farm Road and Fiddlehead

New member to join the VBA.

Red Leaf Brewing

Board to review materials provided.

Motion : Geoff : Motion to approve Red Leaf as member.

Second : Terry  
All in favor : unanimous  
Against : none  
Abstain : none

Other potential members.  
Full barrel coop - will be dissolving  
Freak folk - Terry has reached out  
Liam bru tasty - Terry has reached  
Tropics - Terry reached out and not word back  
Big tree - Terry to reach out  
Mount Holly - to join in September, currently contract brewing

Valley Craft Ales - does not have a brew house, contract brewing

Hannah built and shared a licensing pathway. It is on the portal  
Distribution? Can be added to the portal.

VBA updates  
ED bonus goals for 2024  
Motion : Nina motion to accept ED goals  
Second : Geoff  
All in favor : unanimous

Thank you for putting this together Kara. We will be doing an evaluation on ED performance. This is something we will commit to.

Discussion on structure  
    Selection of board members  
    Emma to self evaluate and provide context  
    Evaluation forms or "open ear" to membership via the buddy system.  
    Feedback from membership

#### Website

    Portal launched this morning, 3/12  
    Hannah sets up primary and secondary account holders  
        Used existing information from VBA memberships  
    Portal is password protected and is not open to the public  
        Resources - access to supporting documents and resources  
        Will keep adding resources and sharing via email  
        Events calendar(VBA related)  
        Will be able to do event registration through calendar in future  
        Events calendar(member events) - this does not exist in the website but does exist on the passport app.  
        For sale listings section

Job board - **TASK** make job board open to the public for viewing  
**TASK** - board members to push website/portal in buddy emails.  
Future - members will be able to pay due online in future.

Vermont Beer Box - 3 Vermont beer industry starting a beer truck that drives through other states promoting and serving Vermont beer. They are working on licensing with DLL.

Q : how would they source the beer?

Gregory Dunklen - is looking to collaborate across the New England guilds. He is understanding that craft beer is shifting and wants to help active breweries develop their leadership for better business success. Funded through the university of NE.

Q : What is Gregory looking for?

We would like to know more about what the initiative actually is and how that translates to time invested by Emma.

The board would like to see a more formal presentation.

Health Care

No update, still waiting on information from Richard's group.

3/18 Email Vote

Emma - We have a new brewery application (wahoo!), The Tropic Brewing in Waterbury. Terry and I did a site visit this morning and their full application (letter, licenses, pictures, signed Code of Conduct) is attached below.

Can one of you make a motion, someone to second, and then all vote by **Monday April 22nd?**

Motion - Terry

2nd - Nina

All in favor - unanimous





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

## VBA Board Meeting

9/24/2024

Location : Deep City, Burlington | 12p-4p

In attendance : Kara, Bob, Nina, Hannah, Geoff(online), Terry, Emma, Sean, Heather, Joe(online)

Not is attendance :

Approval of meeting minutes.

Motion to approve : Nina / Geoff

Favor : all in favor

Opposed : none

Abstain : Heather (not in last meeting)

Updates on association members

Two breweries have closed :

Hired Hands - changed ownership

Four Quarters - Brian is retired

Freak folk - still trying to reach

Big Tree- communication continues

Mt Holly - join after they get license(spring)

American Flatbread - waiting on a name, will then join.

Snow Republic - does not want to be in the VBA

Dirt church - left the VBA; provided a letter; discussion around the exit and reaction to it

Switchback - new taproom

Rutland beer works - new taproom and new owner Ian

River roost - new taproom

Lot 6 - will join when they get licensing

Geoff on Dirt Church exit : Better transparency around the purpose of the vba in the onboarding process for new members.

Strategic plan : to be set out to members with updates and share with membership

Summer events:

Baseball game - success

VBA events calendar

Large games - free use for members; members to contact to book the games.

Annual meeting - 12/16/24 | 2p-5p

Structure - see agenda for structure

Hour 3 - discussion around tied house.

Action\* Presentation by Jessica Oski on tied house prior to discussion. Make more space than last year.

Send info to membership prior to meeting to study up and seed productive conversation.

Statement from the board regarding tied house. & RSVP

Tied house : how do we approach this? Discussion with the membership and make a decision on how we move forward.

Holiday Party

Von Trapp - they are donating a space but we did put down a deposit

Drink tickets and bar open for both meeting and party.

Next Board meeting

New date - Oct 29, 2024 prior to conference, 2-4pm

A gathering for membership : an idea to host a connective, fun non event for brewers to relax and mingle. Location unknown.

December Board meeting -

Move to January for best productive

Board member terms -

Both Geoff and Heather to transition off the board, end of term.

Put a call out for potential new board members.

Nina has transitioned to a volunteer position. Sean is no longer in Switchback employment.

Geoff : we should bring this to membership. In terms of transparency the membership should get to weigh in on their representation.

- Bylaws say “**ELIGIBILITY:** In order to be eligible to be an elected director an individual must be employed by a member brewery. If a director leaves their respective brewery for any reason during their term the Board of Directors may re-evaluate their position through a majority vote”

Motion - terry, motion to keep Nina and Sean in their respective terms on the board and inform membership of this decision in accordance of the association bylaws.

Second - Heather

All in favor - Joe, Heather, Kara, Terry

Abstain - Geoff, nina, Sean

Finance.

Link provided in the agenda.

Year to date budget description and discussion.

Festival budget - overview in agenda

Tickets sales under where expected to be but higher sales higher at the door

The festival logistically was exceptional but ticket sales down

Merch mostly sold out, excellent showing, had to re-order to fulfill orders

In kind donations were up from previous year.

For next year.

Refund insurance.

More cash sponsorship.

Overall : Festival was 56k below expected.

Finance highlights.

Growing allied members and providing sponsorships

Discussion.

Tourism is down

Lodging prices are crazy downtown and there are additional state taxes on lodging.

Economy is strained

Less travelers in general : out of state members were lower this year

Moving forward; this will adjust our projections for next years festival. & hold discussion on how current festival culture will change how we can approach, stay current and consider events.

Additional fundraising opportunity ; a grant for producer associations. Significant funds to be applied in the ways that the association needs. Idea to hire a photographer & videographer that would do general marketing for individual breweries.

Emma to apply for this grant.

In odd news; our accountant has been overpaying for the last 4 years

Job Fair - potential for a UVM crossover job potential.

Ting ting dumplings - discussion on refund. Decision is to provide a 50% refund(\$550) and hold a 50% deposit(\$550) for next year's festival.

VT brewers Festival.

Friday - low attendance

Sat - under sold but solid attendance

Feedback reviewed; see agenda and links

Noted; chocolate thunder did not have enough staffing and there was no direct "taps are closed" to brewers/pourers.

-Parking was a shit show; future - one ID per brewery gets an id tag and will have a spot to park.

-Potential of using lot next to Foam. Bob to curate that arrangement. Will need structure for that kind of parking.

-Trash - this was of contention and we will need a solution for future years.

“Waste warriors”? Cswd? Contact higher ground and get connected with these groups. Volunteers could be utilized in the future. More trash & recycling bins available to brewers to help manage this issue.

-More security in general; overnight, a ID check(lines were very long), on site.

-Brew Crew - add an additional crew member to help facilitate faster service.

-Alcohol cert : this happened on site for canadian brewers/pourers. Modify this process to streamline this process on the day of.

-Potential of building at least 10 jockey boxes for use by members.

New Initiatives:

After- party location ; emma and hannah - foam worked really well.

D9 Beverages ; there was one person with feedback that those beverages didn;t belong there but they were also a significant sponsor and did not seem to take away from the beer aspect.

How do we cut costs & grow revenue?

Grow revenue - more retail vendors, partner with VT cheese association

Diversify our income strain to not be so reliant of the festival.

Idea; Offering a discount to vermonters if they book by a certain date?

Early bird sale?

Vermont Craft Brewers Conference

Updates ; agenda

We have a large email list an utilizing by emailing once a week

How are we using our neighbor associations?

Sponsorship.

Goal is 35k, looking at making exceeding that goal. Sponsors are listed on the website.

Exhibitors - we are 35/60 and nee to make up some ground.

See spreadsheet for exhibitor outreach. Current; 386 people/groups have been contacted.

We would like to have a full exhibitors hall and please reach out to anyone you may know that could be interested.

Sign ups; need more people! On track but do need to fill the numbers and make sure participation stays good.

Delaney - we have a new representative; it is has been a working progress and Emma & Hannah are working with the situation and making the best of it.

GAC Updates

See agenda for outline

- Meet with other alcohol industry associations(distilling, cider, wine) to talk about common frustrations and if there are any common ground for beneficial legislative work. Addressing distributors hiring pourers to serve in the manufacturers stead. On going conversation.

- Bob montgomery (hill farmstead) direct reciprocity brought forward. States that can ship in would have to allow vermont to ship to their states.
- USPS : opening legal ability to utilize federal shipping route. Senator Welch to sponsor and support.

#### Future Fundraising

- Glassware ; VBA to supply glassware, sell to breweries along with tote gifts
- Merch solid at other event ; worth the time. Good to support members out in the field and opportunity to sell VBA merch.
- smaller beer fest
- sporting event ; golf tournament, disc golf tourney;
- holiday market for beer sales and samples with participating breweries.

#### 30 year anniversary

"Go to 30 breweries" passport add an"original 5" of original breweries to the VBA

30th birthday party for breweries

Regional parties

Social posts on VBA history

Lawrence miller or Paul Saylor to help establish history

How do other associations make \$

Other NE guilds are quite small and operate both a conference and

Motion to adjourn : Nina

Second : Terry

All in favor : unanimous

Abstain : none





BEER WORTH FINDING  
**VERMONT BREWERS  
ASSOCIATION**

VBA meeting notes | 10/28/24

Meeting called to order at 2:08 pm

In attendance :

Emma, Kara, Bob, Sean, Joe, Hannah, Heather

Not in attendance :

Terry, Geoff, Nina

Motion to accept September meeting minutes : Sean

Second ; Bob Grim

Motion passes with full yay.

VT CBC update.

Jump into budget for conference; review by Emma, see current agenda for numbers.

66 VBA members to participate

168 total registrations so far.

2 weeks out and expecting more last minute registrations.

Emma : Any feedback from industry folks?

Group : no negative feedback.

Bob; how are we doing on the industry side? Yeast company, Escarpment in Que?

Emma; they are not available, same days as the Quebec Brewers Conference.

Other ideas for companies to reach out to? Board members to think and contribute suggestions.

Send to Emma.

Other fundraising ideas

Holiday Market : Emma proposes to move to spring to give us more time to plan and make it worth brewery and participant time. Board agrees, better to have a well planned event.

Enthusiast members : restructure to create more passive income; Emma to execute.

Annual meeting 2024

Strategic survey

In past 2022; lengthy survey.

It is time to review with another strategic survey; shooting for spring 2025

2023 survey was vague for feedback. Talk about the importance of the survey at the conference and annual meeting. Send out after the meeting or give folks time to digest and participate.

Tied House discussion.

Drafted invite ; available in meeting documents. Introduce Tied House discussion and why it is coming up in conversation.

Emma needs a concise statement from the board about tied house.

Why do we want to change tied house; board member and general industry perspective?

How does this affect differently sized businesses?

How this can affect the industry as a whole?

Collecting more information from our membership about moving in this way

Have Jessica speak on Tied house; Primer; establishment and current state

Consider the history and founding of the VBA and

Survey prior to annual meeting is around DLL questions

Add a question or two to membership about Tied house and their understanding or applicability to their brewery.

Starting of wording for announcement/call to engage.

This is a topic that the VBA Board would like to explore. The VBA was founded on the protective principles based in Tied House Law in 1988, association founded in 1995. Do these principles still apply in today's industry?

Break out discussions around Tied house; make sure we have enough space for productive conversations for groups.

Questions and structure for Tied House break out group

After thirty years; changing industry; acknowledgement of history

Taking the pulse as to where we are and what members want.

What is important to breweries right now?

Future vision; what would you like to see happen within our industry?

Current concerns?

Tied House;

Has been coming up in conversation in the last 2 years; having conversation and re-evaluating

Examples of other suppliers that have changed

Tied houses are legal in more states than not. Vermont is one of the last states to hold onto this law.

What is the reality of brewers in VT looking to open multiple locations?

Need

Statement about board & tied house conversation

How to structure the conversation

-break into parts

Distribution

Consumer access

Future Vision

Risks

Board members to meet with Jessica regarding Tied house. Bring our questions to make sure we are all on the same page and fully understanding the scope of changing the law.

Commemorate Bill Mares! Dedication and opportunity for folks to speak at the VBA annual meeting.

Overview of annual meeting: see agenda

One board member application for vote.

Multiple other persons are interested but applications not submitted

Motion to adjourn ; Bob

Second ; Joe

All in favor ; all yays