

Board Meeting

12/12/23 | 12-4pm | Burlington Beer company

Present: Nina, Terry, Sean, Kara, Scott, Joe, Hannah, Emma, Heather, Seth(online), Geoff(online), Bob.

Call to order.

Role call.

Voting

Meeting minutes

Motion : Kara - to approve Oct minutes

Sec. Scott

All in favor

None opposed.

What is it specifically that needs to be discussed on ED position

Salary - she is okay taking a lower salary but wants to work towards a higher salary. Wants to be at 72k, that could be base plus bonus or start at 72k with that included and no bonus.

Annual reviews

Cost of living allowance raise each year.

Bonus structure, this is for 2024. The agreement would be for coming year and years beyond. Is it consistent? Emma is happy to change the numbers.

Bonus applies if 100% of the goal is achieved. Strict KPI's applied to the first three is structured, fourth is up to the board.

Brewery engagement. What are our metrics? How do we measure that? Board engagement should be a board strategic goal.

Engagements in breweries : board said there needs to be a plan. Wants to do things that are meaningful to the board. More conversation needed around what the objectives are.

New buddy system was put together by Hannah and Emma.

Currently, the handbook is for all organization employees, outside the ED position. ED position is reviewed annually with the board and terms set by board.

The health care proposal.

In the past the health stipend model applied.

Current staff are single on the market place, the proposal is for the additional stipend of \$20, this would be insurance through the Richardson Group.

Geoff : motion to go into executive session

Second : Kara

All in favor : all

Opposed : none

Invitation is extended to incoming board members to participate in the executive session.

Into executive session

Motion : Scott | to leave executive session

Second : Bob

All in favor : All

Motion: Scott : Job offer | \$67,500; 2% cola raise annually, potential of 5k bonus funds(to be determined during the budgeting process with award based on annual review)(Jan: framework that will be fully established in January for bonus structure) approval of health proposal. Annual with the executive committee to determine the annual bonus.

Favor : ALL

Opposed :

Abstain :

Motion : Bob | approve the health insurance proposal brought by Emma through the Richards Group, raising compensation to \$520

Second : Heather

All in favor : ALL

Opposed : none

Abstain : none

VTCBC debrief.

Changes for next year. More access to exhibitors, food and beer need to be in exhibit hall for best access of sponsors and

Tracks do not have overlap. Linear tracks

Marketing : felt value

Logistics of set up in the

Different locations to be considered. Outside Chittenden county?

Date?

Budget.

Income : budgeted too high on registration, more comps applied as it was the first year. More strict in years to come.

Hoping for more VBA members to register next year.

Pull in more UVM students is brewing industry programs

Sold out booths that were possible for this year.

Sponsorship | 40k

Food & Beverage | came in higher than expected

Many comps from Hilton from the construction issues and the Hilton was challenging to work with. The contracted organizers were very helpful in getting those comps.

Travel, speakers | free rooms for guests and we paid Bart and other keynote speakers. Paid for parking also.

Swag bags were donated

After party event space was donated by Foam

Delaney event management | 18K

Registration, fees other expenses

Malloe Brothers

Bottom line in black | \$27

Changes for next year:

New website will let us sell our own tickets

Budget for swag bags

Marketing dollars - consult how to effectively market a conference?

Get more feedback from VBA members specifically as to why they couldn't join.

GABF / CBC : get the word out there? Marketing and presence.

Thursday - folks get into town, welcome reception, meet sponsors

Fri - start earlier, 8am.

Two sessions at a time, rooms would be more busy and put out a call for proposals.

Speakers : a lot of their brewers are presenting. Education coming from within the Vermont Brewing members.

Conference committee that reviews all of the slides and presentations prior to final presentation.

Helps develop actual content and better descriptions

Idea? Tech & Ed could join with the Events/Marketing committee?

Dates? Early november?

Annual meeting in December with a holiday party in December.

Use the buddy system to encourage participation and understand why they are not participating.

Need to book the space if we want this to happen again. ASAP

\$1722 for Delaney to source all the proposals, early november.

Not interested in working with hilton again. We want to find someone that wants to be a good partner.

Feedback from exhibitors was non-weekend. thurs/Fri seemed to work for travelers and attendees.

Initial Scope of work for Delaney : availability of location, dates, amenities

Delaney was pivotal in conference execution, pro hiring them again for 2024

Action. Emma to contact Delaney for scope of work.

Financials

Go over fiscal 2023 in detail.

Grant from Dpt. of tourism to promote brewery app and trails. \$ helped to purchase merchandise.

Brewer membership dues. - we are missing 3k in dues.

Action. Emma to shift Quickbook payments to her name.

Action. Address "industry events" budget for 2024

Action. Address/Adjust budget category "software" for 2024

Action. Address apple charges, mystery as to what they are for.

Storage unit will be a budgeted amount moving forward. All the yeti and festival items are in storage.

Incoming board member processes

Action. Add an update that defines "responds in a timely fashion".

Action. Secretary signs the bylaws

Voting for officer position.

President : Kara

Vice President : Bob

Treasurer : Nina

Secretary : Heather

Committees.

Events & Marketing : Hannah

Sustainability : Bob

Government Affairs : Matt Wilson, Zero Gravity

Tech & Ed : Terry

DEI : Geoff, seeking replacement chair

What more can the VBA do?

Inclusivity,

Ask for more feedback from membership as to what they want to see in the coming year.

VBF : Date secured. July 19 & 20, 2023

Discussion around feedback(see agenda notes).

Having out of state or canadian breweries attend is a benefit to the festival

Make sure the membership and vermont based breweries know that they are the priority

Reach over to New York for additional breweries

Vermont Beer Shepherd as a collaborator to move beer and kegs.

We do have a two year contract with the brothers malloy to facilitate and help run operations.

Started selling sponsorships for the festival, it was a positive for the festival and the budget

Additional sponsorship for 2024 to include a hang out zone and brewery hospitality area

Meeting dates for 2024(listed in agenda)

Proposed priorities for future discussion

Strategic plan

Long term plan; 1 year, 3 year, 5 year

Initiatives for the various committees of the VBA

Add a brewers industry holiday Greg Newnan - March 4th

Meeting schedule.

1/23 | 6/18 | 8/20 | 10/15 | 12/17

On Tuesday's

Action. Kara to email membership on board updates and holiday party. Pizza 44 on 1/18, 5-8pm.

Motion: Heather | to adjourn

Second : Nina

Favor : all

Opposed : none

Abstain : none