

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

