

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