

VCC Executive Council Meeting
Wednesday, December 15, 2010
White River Jct., VT 05001

Present: Eric Johnson, Christopher Coutant, Rachel Schaal, Lisa Batallina, and Linda Miller.
Phone: Sebastian vonTrapp

Treasurers Report:

We reviewed the Balance Sheet and Income statements; however, Chris has still not uploaded the correct software, so Sebastian is still unable to do a deep dive. We discussed that we are not getting the service we have been paying for, and we need to investigate a better accounting system. We will let Chris know that we are dissatisfied with the service. Is this a service provided through the Farm Bureau or is this a moonlighting service? Goal is by the annual meeting we will know who will be our accountant for 2011. We need to expand the scope to include financial advice.

ACTION: The Board needs to write a letter to Chris asking for him to have the 2011 in the updated system. Rachel will draft a letter and share with the rest of the Board to review prior to sending. Rachel will contact Diane Bothfield to check on whether or not we should move the accounting service out of the Farm Bureau.

ACTION: Rachel has a draft of the 2011 budget which she will share with Sebastian. He would like to show a variance available for the Annual meeting.

Insurance: We received a notice of cancellation for nonpayment of premium set to expire on 12/22/10. Eric called the Acadia Insurance Company, and we were told that the policy included general \$2M liability insurance and \$100K employee dishonesty with a \$500 deductible. Rachel asked to have the policy faxed to Provisions for our review. Sebastian will ask Chris to pay the Premium ASAP.

ACTION: We still need to investigate if the Board is covered.

AIC (Ag Innovation Center) Grants:

Christopher wrote a grant entitled *Let's Talk About Cheese* and received \$9,570 helping to enhance cheesemaker/chef/retailer communication with one large event and several smaller events. VCC was the main agent of the grant so that Provisions could be able to provide in-kind services.

A second \$1,500 grant approved will cover Rachel's salary as well as a stipend for an intern for the Cheese Festival.

Rachel will check with Diane Bothfield whether or not she has given any in kind time towards the RBEG grant. It shows up as \$2,800.

We discussed the \$10,000 Platinum Sponsorship request for the Cheese Festival. **ACTION:** Rachel will contact Alyson stating that we will indeed do the Platinum Sponsorship.

Annual Meeting to be held on Saturday, January 29, 2011 from 10 am to 3 pm:

Lisa Batallina will make sure that Cloudland locks down the date and will ask if they need a deposit

All Associate Members and cheesemakers will be invited as well as well as Diane Bothfield, Colleen Leonard, Jody Farnham and/or Cathy Donnelly from VIAC. We discussed Rachel's report. We know that there will be concern about the Vermont Cheese Trail and how farms are represented regarding farm visitation as well as updating of the website, and brochure need to be discussed.

We need to be mindful of introductions and that we state that we will be using Roberts Rules of Order.

Originally Mark thought that we might invite Leslie Mann, formerly from Southend Fromaggio, now living in South Royalton, VT, to add a bit of interest/entertainment to the annual meeting and perhaps show/taste cheeses, however, we feel that there are too many other items to discuss so we will not plan to do this.

Tentative agenda items (we need to firm this up by the January meeting):

- Mark will be reviewing the By-Laws for the Annual meeting. .
- Linda Bruchette has asked to do a short final presentation about the grant and HACCP training. We can use this as a jumping off point for highlighting that Vermont is ahead of the curve and stressing that we need to work together.
- Paul Kindstedt would like to come and discuss a grant asking cheesemakers on what research they would like to have done.
- Need to discuss the Cheese Festival, both past and future.
- Updating website, cheese trail, brochure need to be discussed.

Website: Rachel did investigate how she can be able to edit our website. Perhaps she should take a Dreamweaver class. **ACTION:** We need to discuss at the January meeting.

Next meeting: Wednesday, January 5 at 1 pm at *Provisions International* in White River Jct., with an alternative date of Wednesday, January 12, 2011.

Respectfully submitted,

Linda Simon Miller, Secretary