

Executive Council – Wednesday, May 26 from 1 pm to 3:30 pm
Held at Provisions International
White River Jct., VT

Present: Mark Fischer, Christopher Coutant, Linda Miller, Rachel Schaal, Eric Johnson, Lisa Battilana, Sebastian von Trapp

Discussion:

AT&T phone

- Because the VCC does not have a credit history, Rachel was told that we would need a \$1,000 deposit to change over to VCC from Calley Hastings personal account. This is actually a second line off of Judith Irvings account. The phone hardware is needing to be replaced anyway. Eric stated that we just need to list the Board of Directors and show our tax ID number. **ACTION:** Rachel will contact Diane Bothfeld to see if she can assist with not having to pay the \$1,000 deposit, and we empowered Rachel to press on with AT&T to get this changed.

VT Fresh Network sponsorship to be held on August 9.

- Originally any member of the Council could bring cheese. This changed last year to be only Vermont Fresh members. This is a lot of work for the VCC coordinator. This year Rachel will be away, so she will not be available to set up. **ACTION:** Rachel will talk with Meghan about having other cheesemakers set up.
- We agreed to sponsor this event for \$250

We are signed up for membership for the ACS for 2011. Rachel will attend the conference in Seattle August 25-28th using the pass we received as part of the membership. We discussed potentially raffling off the membership which is an individual membership worth \$190. Is there a reason for the VCC to be a member? In order to have a corporate membership, it would cost \$950. Mark suggested that we might want to budget for this in the future.

Event schedule

May ?	Taste of Vermont – Washington, DC
June 4-6 th	Strolling of the Heifers: The Grilled Cheese Contest. Rachel will be leaving brochures, but will not be attending. Mark has talked with John from the Brattleboro Co-Op
June 13 th	Cabot Dairy Festival, Cabot, VT
June 18-20	Stowe Wine and Food Tasting, Stowe, VT.
July 16-17	Vermont Brewers Fest: Burlington VT. Mark agreed to be available for this. Ruth Miller coordinates beer/wine/cheese pairings. The VCC bought cheese wholesale and sold plates of cheese. The Council will pay up to \$100. We would need to be able to identify the cheeses, but this is difficult because we don't know in advance what cheese will be available. We will have a cut off

of July 1st so that we will know in advance. Perhaps have marked toothpicks. We only participated for one day. We need at least three people to prepare the cheese. Rachel and Peter Dixon will participate. **ACTION:** Lisa will look into this. **ACTION:** Rachel will ask cheesemakers if they would be willing to sell wholesale. She will also discuss with Ruth Miller what she needs for the pairings.

July 25	Vermont Cheese Festival, Shelburne Farm
August 9	Vermont Fresh Network, Shelburne Farm
August 28	ACS Event – Seattle, WA
Sept 12 th	Plymouth Cheese Festival – offer to members to participate
Sept 17 – Oct 3	Big E
Sept 26 th	Vermont Life Wine and Harvest Festival – offer to members to participate
Oct 2-4	Southern Vermont Craft Fair - Vermont Cheese and Sausage Festival. There is a fee. Mark went last year and David Major went the second day. ACTION: Postpone deciding if the VCC will participate.
Oct 9 - 12	Stowe Foliage Festival - Vermont Cheese and Sausage Festival– offer to members to participate

Cheese Festival:

The goal is not to have Rachel be present at the VCC table the entire day. Lisa is happy to help man the table. **ACTION:** Rachel will ask for other VCC volunteers.

Mark talked about signing Friends for associate membership at the festival and the need to think of the logistics of taking money. Rachel has looked into PayPal account. In return they would receive a poster of VCC members' labels. Mark has looked into having the poster revised to include new VCC member labels. **ACTION:** Rachel will need to solicit to all new members for their labels so that this can be updated.

Town Meeting—Rachel will be meeting with Hilliary and Adeline tomorrow to firm up what is planned. Confusion about who is doing the Town Meeting. Participating: Woodcock, Cobb Hill, Ploughgate and need a fourth party (perhaps Grafton Village). Will need to sample cheese for 70 people.

Two seminar passes and six general admission tickets. What are we to do with these? Linda Miller will use one of the two seminar passes. We will hold the six general admission tickets for the people manning the VCC booth.

Insurance—the VCC needs to have a certificate of insurance.

Other Business:

Logo: Mark has asked the graphic designer for some samples of a new VCC logo. **ACTION:** Mark will try to have the version available for the next meeting.

Mark spoke with Elyssa Clancy about the VCC taking over the eNewsletter. Rachel will begin producing this using the program *Dream Weaver*. **ACTION:** Elyssa has offered to help. Rachel will be meeting with her on May 27.

Our accountant, Chris O'Keefe of Vermont Farm Bureau, has confirmed that we apparently had a \$7,000 CD that turned over. It is somewhat concerning that he was unaware of this. Sebastian now receives a profit and loss statement on request. Because we don't have Mac access, Sebastian cannot drill down on the line items. We need to know more about where the accounts are and decide what is the best thing to do with the money. **ACTION:** Sebastian will buy a copy of *Quicken* so that he will be able to see the detail of each transaction.

Sebastian read the income and expenses. Grafton, Cabot have each sent \$1,000 for ACS event. See Treasurer's Report.

Sensory workshop to be held next Wednesday, June 2 starting at 10:30 am.

Our next meeting will be held on Wednesday, June 30, 2010 in White River Jct., at Provisions.

Respectfully submitted,

Linda Simon Miller
Secretary