

VCC Executive Council Meeting
Wednesday, September 22, 2010
White River Jct., VT 05001

Present: Mark Fischer, Linda Miller, Lisa Batallina, Laini Fondillier, Rachel Schaal, Christopher Coutant, Eric Johnson

Guests: Adeline Druart, Hilary Schwoegler

Treasurers Report:

Sebastian was not available, but he has worked with Chris at the Farm Bureau to be able to view the Quicken reports. Chris will be updating the categories to meet our needs.

Rachel has a call in to Karen Lynch (from RBEG grant) to let her know that we have some upcoming events planned.

Class Events

--HACCP Training. The hours will be 9:30 am to 4 pm on both Wednesday, October 6 and 13. Rachel has gotten 7 responses so far from 6 different farms. She will make phone calls to the other cheesemakers to ensure that we have a full class. Linda Brushett has received the okay to fully fund the \$6,000 (which would have been \$8,000 if instructors had not agreed to a decreased fee). The cost to the participants will be \$100 for the two days. This will include lunch. This program will help give experience and knowledge of what is required to meet HACCP standards and may become a requirement to shipping cheese out of the state. We may need to send another email with this information in order to entice more cheesemakers to the training.

--Cheese Evaluation with Montse to be held at Provisions International on Wednesday, December 8 from 10 am to 3:30 pm with a 30 minute lunch break.

--Cheese Flaws with Peter Dixon to be held tentatively on Wednesday, November 10 from 10 am to 3:30 pm.

--Retailer/Cheesemaker Workshop with Anne Saxelby (Spring). Tentatively scheduled for February 2011. The program still needs to be developed, and the target audience defined. Following that, Rachel will contact Anne to firm up a date. We need to keep in mind that this will be around the same timeframe as the annual meeting. 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.

Annual Meeting discussion. Perhaps we will hold it this year at the Coolidge Foundation in Plymouth. **ACTION:** Lisa will contact Joan Randall at the Foundation to check on availability of a Saturday at end of January or early February.

Brochure and Membership Timeline—We decided to have the membership drive end on December 31.

Taste of Place—Rachel will be attending a meeting this week on Vermont's take on "terroir".

Cheese Festival July 24, 2011, with Adeline and Hilary.

Total hours for Hilary was ~800 hours. In addition, there was staff from VBC that gave many hours towards the festival. Shelburne Farms has agreed to 1,750 patrons. If the volunteers and vendors could park offsite, that would free up ~200 parking spaces. Most of what they would like to have VCC take over would be tasks such as contacting the cheesemakers/vendors, making sure that insurance is in place, setting up the volunteers, sending out festival brochures and posters, following up on outstanding registration forms/fees, etc. All other tasks/decisions would be made at the committee level. VBC would continue to be heavily involved. Eric suggested that the Festival needs to come up with a mission and vision statement and long range goal.

Adeline asked for the VCC to identify how much more Rachel can do for the Festival. VBC would then take the remaining tasks and determine whether or not there is a need to hire another coordinator to assist (both Adeline and Hilary are expecting babies in January). Shelburne Farms has taken a bigger role in coordinating the tents, port-a-potties, etc. Andrea also took care of where the outside vendors parked their portable stands. There is also a potential to get a marketing grant that would cover up to 40% of the cost of the Festival. More on this later.

ACTION: The Exec Council will discuss additional time for Rachel to devote to the Festival, and Rachel will get back to Adeline ASAP with what we can offer.

Laini suggested that we keep a tally of what was sold for cheese from year to year similar to what is done at a Farmers Market.

After Adeline and Hilary departed, we discussed having Rachel take on a part of this coordination. Linda will send a copy of the hours log with the weeks broken out. Rachel said she is willing to do up to 10 hours more. She will also determine what types of tasks she would like to do and will contact Adeline and Hilary.

Rachel had a great time at the ACS meeting. It was a great opportunity to hand out posters, bumper stickers, etc. The breakfast went extremely well. Next year will be in Montreal. Laini suggested really having a huge show. Christopher offered to help set this up.

Next meeting: Wednesday, October 20, 2010, at Provisions International in White River Jct. For next time come up with names of Retailers to solicit for associate membership.

Respectfully submitted,

Linda Simon Miller