



Vermont Cheese Council
Executive Committee Agenda
Wednesday, March 21, 2012

Present: Rachel, Lisa, Jeremy, Mark, Nat, Christopher, Vince, Jeannine

Marketing & Promotion

Website / Art – trying to connect Festival website and VCC website theme/design. Amy Ruppel has done some mockup banners.

Brochure – we will wait to edit until we are ready for a print run

Events –

Festival - 344 tickets sold to date. Almost all cheesemakers are attending. Provisions will try to represent producers not in attendance (cheese samples, materials). Will continue to need festival co-ordination for next year as transition to VCC. Question of who will co-ordinate in 2013? Possibility of Katrina (Vince's wife) doing the work.

Taste of VT, DC – VFN has set up table in past, unsure if they will this year? **Rachel will contact Megan. Vince will reach out to Cowgirl Creamery.**

Newsletter – postcard will be sent out as we “go paperless”

Video/Photography - **Rachel will contact UVM Film Studies, Nat will contact photographer for estimate. Brainstorm at next meeting.**

Education

Food Safety – we need to co-ordinate with Agency of Ag, VIAC, consultants to develop planning around funding and making plans happen. Meeting invite list would include:

VIAC – Cathy Donnelly, Paul Kindstedt. State -Diane Bothfeld, Dan Scruton, Greg Lockwood, Colleen Leonard from Agency, consultants like Peter Dixon, Brian Norder, funding org. reps? **Jeremy will talk to Chuck Ross & Greg L. as an initial step. Nat will talk to Cathy D, Jeannine to Brian N.**

VIAC Project – UVM is taking out 5% for indirect costs i.e. overhead, can we write a letter to the effect we cannot pay that as a non-profit.

HACCP Handbook & Training

AIC Funds – proposal to use funds to take 5 producers who have been through initial trainings to develop HAACP plans. **Rachel is submitting proposal to AIC.** We would need 40% matching funds, to come out of VCC budget, costshare from participating farms, or to fundraise.



Technical Trainings

Meeting with Karen Lynch (RBEG) – we need to revise our RBEG work plan and budget for continued funding. Will need to be in by September. **Jeannine and Rachel will work on this.**

Respectfully submitted

Nat Bacon
Secretary