

VCC Executive Committee Meeting
5.14.13 – at Provisions WRJ

Attending: Jeremy, Meri, Nat, Lisa. Not present: Rachel, Vince, Jeannine, Mark

Meeting started 1:15pm

AGENDA

1. Approve Minutes of Last Meeting - **tabled until next meeting when more members present**

2. Festival Coordinator Report – written report from FM Munoz as follows:

I. Ticketing Update: 480 sold

II. Marketing Update

a. Poster / Brochures at printer

b. Social Media Contests - 5 weeks of giveaways via Facebook. Donated products from VBCC, Cabot, Brooklyn Slate, etc.

c. 5 Year Retrospective – postcards for sale at fest, and for use by fest committee, pr, etc.

III. Vendor List Update

Vendor Update

Cheesemakers: 33 confirmed (Up 2)(Last year: 35)

Artisan Foodmakers/Producers: 33 confirmed (up 4)(Last year: 31)

Alcohol 13 confirmed (up 6) (Last year: 22 - 20 of which were producers)

IV. Cooking Demos

a. Sean Buchanan - Cheeseboards with Brooklyn Slate

b. David Hugo (Shelburne Farms Inn) will do Beyond Fondue

Lisa also reported that Festival planning, sponsorships, and ticket sales are on track. Volunteers are being lined up to help with set-up and clean up to ease the load.

3. Treasurers Report / Finance update - as emailed by Jeremy

At our 3/17/13 meeting the Exec committee voted to create a five position structure in order to manage VCC finances in keeping with recommendations made by Tom Nold. The positions would include:

1. Treasurer

2. Bookkeeper

3. Finance Committee should be made up of 5 people including Treasurer, bookkeeper, Executive Director + 2 competent individuals who would audit income and expenses. The duties of each of these will be written to create cross checks to insure responsible management of VCC financial affairs.

It was also agreed that we would hire a professional advisor to set up a Quick Books company file with appropriate chart of accounts to aid in proper management and engage an accountant to file tax returns going forward. It was understood at that time that Chris O'Keefe had been filing tax returns for the VCC along with the other services he had been providing.

In the process of putting the new plan in place Jeannine contacted Chris O'Keefe to obtain all relevant records. On April 3, Jeannine let Rachel and I know via e-mail that Chris O'Keefe had not been filing VCC tax returns. Since then we have learned that for the returns he did file, any Cheese Festival revenue was not included and that he has not filed taxes since 2009.

Current status:

- A Quick Books Company File with a chart of accounts has been created by Joan Holloway.
- Past years financial information is being formatted so that it can be part of a QB company file for use in preparing tax returns for past years by a CPA
- Wallace Tapia, a CPA who came well recommended as a non-profit specialist has filed an extension for the VCC for 2012 tax year which allows the VCC to keep its 501c3 status. (this status was almost lost by days)
- We are in the process of vetting and hiring a bookkeeper (Meri is checking on this) to complete the work of preparing the QB file for use by the accountant.

Future:

- Exec. Committee will need to vote by e-mail to hire a bookkeeper
- With all VCC financial information in one company file, a CPA can prepare tax documents for prior years and assess the liability of the VCC in the way of actual taxes owed along with penalties and interest.
- The executive committee will need to vote by e-mail to hire a CPA to prepare necessary returns
- We need to begin looking for high quality members of the finance committee immediately with the idea of bringing them on towards the end of the year.

Jeannine shared via email that the VCC combined checking & savings account balance stands at \$75,973. Expenses to date in 2013 are \$5,557 (note: may not include payables for staff payroll).

5. Coordinator's report – as emailed from Rachel

I. VCC Finances/Taxes

- a. Wallace Tapia, CPA, is compiling tax documents for 2010-12.
- b. Extension for 2012 has been filed
- c. Joan Holloway is setting up QuickBooks including Festival information

II. Video Project

- a. Orb Weaver & Crowley Cheese filming on 5/6/13 – very successful!

- b. Dates set for most.
- II. Brochure revamp/reprint
 - a. Edits and photos to designer by Friday
 - b. 2 week turnaround (at most) at printer

6. Executive Director Committee update

The ED subcommittee is working on writing a job description. We have been researching options to conduct the search and hiring process internally vs. working with a recruiter (they might cost ~25% of compensation package). At this point we tentatively agreed to start the process using our own resources. **We will email a job description out to the Executive Committee on June 12th, one week before our June 19th meeting for review (to be discussed at the meeting).** We will need to set up a hiring committee at that time.

7. Old Business/New Business

Executive Session held from 2:20 – 3:00. Motion passed to add Executive Session to the normal agenda of every future meeting.

Continued discussion on question of engaging membership on policy matters e.g. GMO labeling, raw milk issues, farmstead and other cheese-relevant definitions. Concerns raised about straying from VCC mission, but also needed clarity for staff on where VCC stands on issues. May take this question to membership at next Annual Meeting.

DJ from VIAC reached out to us for help with a project he is working on. VIAC is trying to compile the costs of compliance with food safety regulations, for small cheesemakers. This would include consulting costs, testing costs, and any other relevant expenses. Discussion tabled until next meeting.

Future events discussion tabled until future meeting.

Next meeting June 19th, 1pm at Provisions

Meeting adjourned 4pm

Respectfully submitted

Nat Bacon, Secretary