Vermont Cheese Council

Board Meeting Agenda Minutes

June 15, 2016

Present: Tom Bivins, Andrew Kannler, Angela Miller with Meri Spicer on phone.

Absent: Stan Biasini, Jay Kerner, Rachel Schaal, Clay Whitney, Michael Lee, Jeremy Stephenson, Vince Razionale,

1. Call to Order

Andrew firsts, Meri Seconds

1. Approval of Agenda

Angela Moves to approve, Tom Seconds

Add on Items: Board membership attendance for August meeting

Membership: Andrew to call Marjorie and Neill Urie, Mark at Plymoth, Kent Underwood, Vt Farmstead a year behind. Need to get on our renewal and fee cycles.

Newsletter will be digital; Tom will remind all members. Older members aren’t realding their email.

1. Approval of Consent Agenda:
   1. Minutes from May 18
   2. Board Financial Reports, May 2016 – our poorest time of the year. Paid a lot of bills for the festival. Deposits for Tents, sound equipment, Chicago hotel and flights. Cheese on the Road. YTD we’re ahead of budget. Money to come from State. Close reading of Financials will be done at August meeting.
   3. Dashboard – growth in our Social Media.
   4. ED Report – Whole Foods – Jasper, VT Creamery and Grafton will do a round up. Asked good questions. Job description will be ready for August meeting. Will talk with other EDs from Trade Associations.

Andrew moves to approve the consent agenda; Tom seconds, all in favor

1. 5 Year Strategic Plan and Committee Launch Update
   1. Committee Report and discussion – Committee volunteer deadline by 7/15 and we can tap people at the Festival. Meri suggests that we set incentives. Benefits to being on the board. AM questions perks to board members. Annual meeting is place to appeal to people’s passions. Tom will think about perks. Committee selection to start. Nominating committee – Tom
2. Festival Committee Report and Update – meeting on Friday. Final decisions to be made for details. Second day? Second Event. Need to pull back on expenses for marketing and pr. Will be sold out by one week before event. More consumers or more professionals coming in.
3. Educational committee – Parish Hill – cancelled. Shelburne Farms – Non GMO; CBF – September?. Need fundraising to benefit our educational committee works. Create an educational arm of ACS. Rachel raised Ed funding from 10K to 32K. Where is the money coming from? Enough money for this year, but we need to raise money for funding next year. Ed committee has to start raising money. Ed committee to do marketing workshops, business.

Committee discussion – Marketing – where are they going to get the money?

Ticket sales are at 1300. 1750 is max. Eighth year. Tom suggests a second event or a second day for the festival. Open to city of Burlington and cooperate with Beer Festival. Have restaurants featuring cheese and have producers giving talks at restaurants.

1. ED Job Description and ED Annual Review Preparation for August.

Meri Suggestion: Tom shouldn’t bury stuff in the news letters. Send single topic emails. Particularly for events like the breakfast cheese.

Next board meeting is 8/17/16.

ACS wants to know if we want to be on the Tee Shirt. If so it’s another $1000. Yes, but give it to us bc we sponsored the breakfast for $10K

Andrew moves to end the meeting, Meri seconds. All approve.