**BOARD MEETING MINUTES**

May 18, 2016

**PRESENT**

Rachel Fritz Schaal, Tom Bivins, Meri Spicer (by phone), Angela Miller, Michael Lee, Clay Whitney, Andrew Kannler

**ABSENT:**

 Jay Kerner, Stan Biasini, Vince Razionali, Jeremy Stevens

**CALL TO ORDER**

Michael called the meeting to order; Rachel seconded.

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**Approval of Agenda** with addition – Rachel moved to accept, Michael seconded, all approved.

**Approval of Minutes, Board Financial Reports**

 Financial Committee meeting in August to plan 2017 budget – regular board will read the financials closely and all together at that time. April had net income with some big expenses.

 Good Food Awards

 Breakfast at ACS

Membership dues: need to be paid prior to the Annual Meeting, or what is the consequence? Calls to cheesemakers who have not yet renewed and paid fees will be made by Rachel and Andrew.

Rachel moved to approve Consent Agenda; Michael seconded, all approved.

**Dashboard Discussion**

 Clay suggests keeping the last column on Management Perspective comments;

Social Media numbers discussed.

Summer Events – Strolling of the Heifers; Tom will attend on VCC behalf.

 Burlington Wine and Food Festival – Echo center in Burlington;

Shacksbury Cider at FF Show will share 10” table;

Good Food Mercantile – Rachel is happy to do at FFS. VT Dairy Promo will give money;

NYC Battery Festival, June 25/26 – AM to send pdf to the Committee. Tom to handle application.

**Vermont Cheese Festival report**:

1. tickets sold to date; more than previously. No complaints about price.

**American Cheese Society**:

Breakfast Sponsorship, Shipping, Competition participation; Everything in order and we are in good shape. Freight from Boston to Iowa. Freight to Boston from Provisions is $350.

**Marketing Discussion**:

 Tom saw Diane Bothfeld at a fundraiser, DB asked for some marketing plans from VCC . Meri and Tom try to get a plan together by October. Whole Foods Tour falls under Marketing. So ramp it up to get all CCPs coming to the state regularly.

Rachel has received a request for more news coming from the VCC in the form of a hardcopy newsletter with some discussion on continuing with a digital copy of newsletters; there as some discussion on increasing the frequency of the newsletters and asking the members to contribute more ideas and stories.

Tom to compile all the FB Instagram, Twitter info

Tom: Good Foods Job location for VCC jobs

**Strategic Plan**:

Rachel committed to send it out on Saturday, May 21 with a cover letter asking for committee members to participate with comments and notes. Plan was approved by Executive Committee. Need volunteers for Food Safety, Marketing, Governance Committees.

ML votes to adjourn the meeting; RS seconded.