Vermont Cheese Council

Board Meeting

October 18, 2017

Meeting Attendees:  Tom Bivins, Galen Jones, Robert Feinberg, Kate Turcotte, Michael Lee, Clay Whitney, Meri Spicer,  Rachel Schaal

Not Attending: Angela Miller, Jay, Kerner

Meeting started at 11:16am

Galen motion to approve minutes, Robert seconds, passed.

1. Treasurer’s Report
   1. Reviewed the financial dashboard, should end the year with $36,000 in the bank
   2. Budgeted $45,000 for sponsorship, was not able to do that. Tabled discussion on hiring a part time events person
   3. Trade show expenses were up significantly because  of the Good Food Mercantile sponsorship ($18,000 sponsorship, $15,000 from the state and $3000 from our own budget)
   4. Budget Meeting, planned for last week in October or the first week in November
   5. Robert motion to approve Treasurer’s Report, Meri seconds, passes.
2. ED Report
   1. Milk Commission Meetings have been taking up a lot of Tom’s time. Focus of the commission is to set a milk price and to discuss the Farm Bill
   2. Two events in the last month
   3. Guidelines for grants are out, spending time working on these grants
   4. Oregon Guild got a grant for marketing research. Tom wants to reach out to learn more. Would be focusing on consumer market research.
3. Strategic Plan Discussion
   1. Corporate Sponsors, source of income for next Cheesemakers Festival?
   2. Meri discussion- these sponsors need to be babysat, each one will have separate needs and requests.  Should we offer Google advertising on our two websites? If we were to hire an additional person what would they do?
   3. Action Item Tom: think about what the needs for additional help would be a report back for the next meeting.
   4. Hire out to do events. Estimated $10,000 a year max. Worthy expense. Do the smaller events throughout the state. Natural progression. Tag $4000 for miscellaneous support, most likely for the Festival.
4. New Business
   1. Still need to address the $5000 that is leftover from the Whole Foods grant.  Send Mary to Good Food Mercantile? Originally the money was set aside to send Vermont cheesemakers to Whole Foods.

Meeting ends at 1:18pm