

**Vermont Cheese Council  
Board Meeting  
Provisions International  
April 18, 2018**

Meeting Attendees: Tom Bivins, Galen Jones, Robert Feinberg, Kate Turcotte, Michael Lee, Rory Stamp.

Not Attending: Clay Whitney, Rachel Fritz Schaal, Stan Biasini, Angela Miller, Lisa Battilana.

*Meeting starts at 11:11am*

Review of the meeting minutes. Robert motion to approve the minutes, Galen seconds, passed.

1. Treasurer's Report

- a. The current budget does show a positive sign, we are ahead on income and below on spending.
- b. VCC cash balances \$24,557 total bank balance for the accounts combined (note: \$20,797 less cash than we did last year).
- c. Blue highlighted numbers correspond with the upcoming quarter. Last year we used about \$15,000 on a cash basis during the next quarter (note: if a similar thing happens in the next quarter we will be down \$10,000 in the bank. Important to look at this on a cash basis).
- d. Robert- it seems like we are on pace this year as far as our projections.
- e. Sponsorship update- \$45,000 budgeted sponsorship (combined VDPC and corporate sponsorship).
- f. Telsa is not going to be a cash sponsor but they are going to raffle off a weekend stay in Vermont where people are drive a Tesla!
- g. Rory- extra revenue for ticketing the educate day (3 sessions 125 people per session at \$25 each, \$9400 extra revenue not factored in to the budget).
- h. Mike- have we updated our projections to match what we know? (answer: yes)
- i. Robert- questioning numbers for the membership line, not showing in the 2018 income line.
- j. *Tom Next Action- will follow up on the membership dues and see why it's not showing up on the budget.*
- k. *Tom Next Action- set up a meeting with the bookkeeper to answer some of the questions that the finance committee has.*

2. Education Committee

- a. 25 people attended the distribution workshop. Tom reported that it was a good workshop, folks that were there got a lot out of it. Tom's takeaway was that some people attending wanting to dive more deeper into the subject of distribution.
- b. Kate- discussion on the proposed online courses through UVM. Could be a great educational opportunity for our members. UVM brands and aligns with the Vermont philosophy of cheesemaking and VCC members receive heavy discount codes.

- c. Rory- market it as approved and vetted courses that will help to elevate the brand of the VCC, another benefit beside the discounted courses for our members.
- d. *Kate Next Action- going to discuss this proposed partnership with UVM.*

### 3. Festival Committee

- a. 412 tickets sold, a little under last year but there should be an increase after Mother and Fathers Days.
- b. Starting May 2nd the price of the tables increases for exhibitors. Space for 130 tables.
- c. Note the sign up form for the cheesemakers hasn't been sent out yet.
- d. Cash sponsors currently \$47,000.
- e. Media sponsor is Cheese Connoisseur magazine.
- f. Cheese dinner just went on sale 2 days ago, 10 tickets have been sold.
- g. Festival Committee meeting decided that trying to pull off the Education Day with only 7 months to go just wasn't realized. Jasper Hill is putting on their own education day on the same day.
- h. Save of the Date for the 2019 festival Harvey Severance has already been notified to have this ready for the 2018 festival.
- i. Rory will be managing the education sessions for the day of the festival. Beverage pairing session by Dedalus 11:00-12:30, Lecture without tasting by Pat Polowsky Cheese Science 101 12:45-1:45. Last session- what is a cheesemonger? Still up in the air.

### 4. Executive Report

- a. 4 more members need to pay their membership dues.
- b. 51 current members, expecting to go down to 48 this year.
- c. Vermont Agency of Agriculture is offering grants for marketing, Tom is going to go out for it. Thinking about updating the website with resources for retailers.
- d. Galen- what is the opportunity for outside retailers?
- e. Legislator is about to close. Only real issues was regarding liability on the farm.
- f. Celia called from the Conservation Department. Proposed doing on farm voluntary audits to reduce wastewater on farm.
- g. Whole Foods CCP people coming- April 30th at 6pm meet the CCP people, dinner Thursday May 3rd at Grafton (14 in that group).
- h. Good Food Mercantile need cheeses by May 2nd, Tom will pack it in his suitcase (next Mercantile is June 29th in Brooklyn).
- i. Thursday May 11th is the Taste of Vermont, no other cheesemakers are going (roughly 600 people attend, some buyers and retailers, mostly buzzed staffers).
- j. ACS- only sponsorship they had available was a late night party rave. We will continue to do the breakfast, last year was the most well attended breakfast (it is Thursday July 25th).
- k. Robert- reminder again for people to send signage with their cheese (note: Des Moines had one of the best setups).
- l. 78 openings for the spring newsletter, Monday morning briefing going well.

Next Executive Committee Meeting Wednesday May 16th at 11:00am at the Brattleboro Coop.

*Meeting ended at 1:23pm.*