

Kombucha Brewers International
Financing, Fundraising & Membership Committee Minutes
January 18, 2014

Committee Head: Andreas Schneider

Committee Secretary: Michele Dziaba

Location & Time: Cross Campus facility, Santa Monica, CA, 10:30-11:30a PST

Attending Members: Andreas Schneider, Michele Dziaba, Vanessa Tortolano, Rana Lehmer-Chang, Mark Hammond

Mission: The purpose of this committee meeting is to determine what achievable ideas this committee wishes to take on in 2014.

Committee Meeting:

Brainstorming

Financing

- Establish grants for groups (e.g. KEDS program)

Fundraising

- Reach out to foundations (e.g. diabetes, cancer, heart, Gilda club)
- Reach out to organizations/show/expo coordinators (e.g. farm-to-table, good foods festival)
- Provide sponsorship opportunity to equipment/supply vendors for trade shows
- Provide sponsorship opportunity to event coordinators

Membership

- Membership dues are funding source to KBI budget
- Increase membership – probe barriers to joining during initial membership drive
- Identify scale levels for membership dues which could be dependent on size of member’s business
- Create a membership benefit one-pager
 - o Provide member discounts to trade shows
 - o Create producers’ collective to solicit discounts for equipment, supplies (bottles), etc.
 - o Develop advertising and event synergies
 - o Share best practices (e.g. equipment, supplies, methodology/practices, etc.)

Top 3 Ideas Ranked

1. Identify KBI budget and management protocol leveraging KBI officers
2. Increase membership from current ~50 to 100 in 2014.
3. Identify and rank additional funding sources.

Next Steps

- Solicit three budget options (conservative, moderate & aggressive spending) from KBI board working thru committee liason (Jamie Danek) - Andreas
- Identify how other industry trade organizations have been successfully funded – All Committee Members
- Rank top five trade organization funding ideas – All Committee Members
- Solicit member & non-member contact lists from Hannah - Michele
- Divide non-member list into regions - Michele
- Identify key member solicitor for each region and personally contact non-members reinforcing membership benefits and identify barriers to joining. – All Committee Members

Next Meeting

- Week of 1/27 – to be set-up by Andreas using Doodle and his conf call number.
- Week of 2/10 – to be set-up by Michele using TBD (based on w/o 1/27 mtg).

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Committee Contact List:

Name	Company	E-mail
Andreas Schneider	Capital Kombucha	dre@capitalkombucha.com
Vanessa Tortolano	Nessalla	kombucha@nessalla.com
Rana Lehmer-Chang	House Kombucha	rana@housekombucha.com
Michele Dziaba	Karma Kombucha	michele@karmaboocha.com
Mark Hammond	Unity Vibrations	mark@unityvibrationkombucha.com

Follow-ups post-committee mtg.:

- Jamie's thoughts on sliding membership dues based on annual sales breaks of:
 - o \$0-\$500,000
 - o \$500,000-\$1,000,000
 - o \$1,000,000-\$5,000,000
 - o \$5,000,000+
- Jacqui (from Grateful Harvest) volunteered to contact the Australian region non-members.