

Financing, Fundraising & Membership Committee Minutes

August 1, 2014

Committee Head: Aaron Lehmer-Chang

Committee Secretary: Michele Dziaba

Board Liaison: Jamie Danek

Location & Time: via FreeConferenceCall.com, 3:30-4:45p PST

Attending Members: Aaron Lehmer-Chang, Michele Dziaba, Hannah Crum, Jim Linesch, Mike Beshore from Humm Kombucha – to report Jamie Danek would try to join later

Meeting Objectives:

- 1) Review draft Membership Dues Structure feedback and adjust, if needed for proposal to Board.
- 2) Create a list of Member Benefits for proposal to Board.
- 3) Begin developing Affiliate Member structure.
- 4) Review & Provide feedback on Draft Budget.

Committee Meeting:

Introduction - Jim Linesch with Kevita (formerly Reed's) has accepted the position of Treasurer for KBI.

KBI Board-FFM Committee Update – Nothing to report since there has been no Board meeting since our last FFM Committee update.

Tiered Membership Dues Structure Feedback

- Aaron contacted three brewers (Lev's, Revive, Bucha) for feedback. No response from Lev's and they are not currently a KBI member. Revive is supportive, believes the set-up is "cool" and would be a Tier 2 member. Bucha's CMO believes the dues structure is fair; however is unsure of their Tier. Hannah calculated based on the information they provided, that they would be a Tier 3 member.
- Susan contacted Nessalla for feedback. No response was received from Nessalla.
- Hannah reported that based on her knowledge of High Country, they would be a Tier 3 member.
- Aaron reported that House Kombucha would be a Tier 2 member.
- Michele (via Susan) reported that Karma Kombucha would be a Tier 1 member.
- Jim reported that Kevita and Reed's Kombucha would both be Tier 3 members.

In-Progress and Beyond Tier 3 Membership

- Committee discussed and proposes that the dues structure for In-Progress membership would equal Tier 1 membership dues; however, benefits (access) received would be different.
- Committee discussed and proposes that Tier 3 will be the ceiling membership fee until potentially a later date at which time the top fee + a sliding scale based on per gallon above a maximum amount would be assessed.

Membership Benefits

- Goal is to create a list of both current and future benefits of KBI membership to help maintain, advertise and recruit additional members worldwide.
- Benefits for all commercial brewery members (available in 5 retail outlets):
 1. Opportunity to help grow and elevate kombucha
 2. Direct connection with other kombucha brewers
 3. Relationships with suppliers and discounts
 4. HACCP plan template and webinar/training process (which will also be part of the larger plan for KBI certification)
 5. Legislative advocacy for legal matters
 6. Committee membership to progress KBI development
- Benefits for In-Progress brewers beyond the above (to further entice joining KBI):
 1. Opportunity to help grow and elevate kombucha
 2. Direct connection with other kombucha brewers

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Membership Benefits continued

- Benefits for In-Progress brewers beyond the above continued (to further entice joining KBI):
 3. Relationships with suppliers and discounts
 4. HACCP plan template and webinar/training process (which will also be part of the larger plan for KBI certification)
 5. Limited committee membership to progress KBI development
 6. Increased credibility as KBI member thru certification process
- Committee discussed Kombucha Kon and proposes separating funding and the opportunity to attend and participate in the annual conference separate from Membership.

Affiliate Membership (e.g. suppliers, distributors, retailers, breweries in planning, etc.)

- Hannah reviewed Beer Brewers Association structure for Affiliates
 - o Suppliers \$495
 - o Distributors \$395
 - o Retailers \$295
 - o Individual – wouldn't be applicable for our association at this time
- Committee discussed ideas for KBI Affiliate Members
 - o Three tier levels – Silver, Gold, Platinum
 - o Example of potential Silver level benefit – KBI membership directory with opportunity of members to “opt-in” (or not) with direct contact info.
 - o Example of potential Platinum level benefit – a table at 2nd day of Kombucha Kon
 - o Examples of other benefits: Webinar(s) for brewers and suppliers to meet, Opportunity for suppliers to offer their services/products to brewers.
 - o Affiliate Membership Fee Structure proposal for KBI:
 - Suppliers (raw materials, testing, etc.) \$395
 - Distributors \$295
 - Retailers \$195

Draft Budget Review/Discussion

- Hannah: Kombucha Kon is being planned to be self-sustaining and exploration is on for a Production Coordinator.
- Hannah: A point person to assist and manage a membership drive will be considered at a later date.
- Michele: Include ads for membership call in industry publications (e.g. BevNet).
- Hannah: A press release will be issued again for membership call and Kombucha Kon and magazine/newspaper ads will be considered at a later date.
- Aaron: Officers should be compensated for their work.
- Hannah: Chairman position is voluntary
- Jim: Create a site on Facebook (like Kevita has done) where only members who sign-up can have access which could create a forum for fun communication, etc.

Next Steps

- Hannah (or Jamie) will present the Membership Dues structure to the Board including In-Progress brewers and Maximum.
- Hannah (or Jamie) will present the Membership Benefits for both Commercial and In-Progress Brewers to the Board.
- Hannah will share the membership survey with FFM committee and will add question regarding “What type of trade journal(s) are members reading?”
- Agenda items for next mtg (Thursday, 8/14, 3:30p PST); Hannah will send out to all membership more broadly:
 - o Review/Discuss/Build additional membership survey questions
 - o Discuss brochure content for Retailers, Distributors, Consumers
 - o Discuss Kombucha Kon entry/workshop fee structure