

## Financing, Fundraising & Membership Committee Minutes

August 14, 2014

**Committee Head:** Aaron Lehmer-Chang

**Committee Secretary:** Michele Dziaba

**Board Liaison:** Jamie Danek

**Location & Time:** via FreeConferenceCall.com, 2:30-3:35p PST

**Attending Members:** Aaron Lehmer-Chang, Michele Dziaba, Hannah Crum

2:30p - Call meeting to order (Aaron)

2:31p - Roll call (Michele)

- Michele will keep Jim and Jamie on this committee list for minutes distribution & meeting invites; however, remove other initial committee members (Rana, Vanessa, Mark) in an effort to streamline communication and due to lack of participation.

2:32p - Board Update with information related to the FFM Committee – Hannah

- Membership Dues Structure  
Membership Dues structure was reviewed by the Board and approved/passed. The structure is believed to be fair with a good representation of all tiers existing on the current KBI member list.

2:35p - Meeting Topics ~15 minutes per topic (All Participants)

**Agenda** for today's meeting:

- Discuss draft Members Survey
- Develop affiliate membership dues structure
- Review KombuchaKon plans
- If time permits, discuss sponsorship packet opportunities

### Draft Members Survey

- Goal is to make the Members Survey responses anonymous.
- Questions relating to quantity of materials used, sources of materials, processes used to produce kombucha, quality testing employed, packaging used and certifications.

Discussion included:

- Currently, the cover letter includes an overall objective of the survey and intended use of collected information. Concern that some information may be considered proprietary and brewers may be reluctant to share that information. Respondents should be given more information of how their responses (and potential proprietary information) will be used, maybe by section or individual question, if warranted (e.g. We should ask, "What is the rationale for asking the question?"). We need to reinforce confidentiality of responses.
- Thoughts are that there should be more questions related to:
  - What financing methods have brewers employed? (i.e. self-funded, outside investors, etc.)
  - What are some marketing strategies that have been used and have proven successful?
  - What distribution methods are being used?
  - What are some legal and or regulatory issues that are important to watch?
  - How long has your brewery been in existence?
- Plan is to use Google Forms which allows for opportunity to allow respondent to directly skip to relevant questions if the immediate subsequent questions do not apply.

### Affiliate Membership Dues Structure

- Committee members agreed that the Beer Association affiliate membership dues structure was too complex for KBI and we would simplify. Beer Association structure:
  - \$295 for retailers (+\$125 for additional stores over a certain number),
  - \$395 for distributors,
  - \$495 for suppliers

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### Affiliate Membership Dues Structure continued

- Proposal is a flat fee structure for KBI retailers, distributors, suppliers with benefits listed below for \$195:
  - KBI membership directory
  - Monthly KBI update/newsletter
  - Listing in KBI resource directory which will be available to all KBI members
  - Opportunities to participate in KombuchaKon:
    - Company name appears on signage, tabletop (for added fee)
    - Opportunity to sponsor an event/meal
    - Opportunity to sponsor or speak at a conference/forum or conduct a webinar

### KombuchaKon Plans

- Dates: Thursday, February 5 (members only) - Friday, February 6, 2015
- Proposed registration fee structure:
  - Members: \$299 per company allowing attendance of two people; \$100 for each additional attendee per company
  - Affiliate Members: \$299
  - Non-members: \$399 with opportunity for first-year discounted Membership Dues.
- Thursday would be reserved for members only and "closed-to-public" meetings (seminars, panels, etc.).

3:25p - Review of Action Items/Next Steps identifying Responsible Member & Timing (Hannah/Aaron)

- Hannah will put the Membership Dues structure on the KBI website.
- Aaron and Michele will add feedback to Members Survey questions.
- Hannah will request additional feedback to Members Survey questions from Board liaisons and Committee Heads.
- Alex/Hannah need to ensure that anonymity is maintained with responses/respondents to Members Survey.
- Michele to send committee notes to Board and Aaron.
- Next meeting 8/28, 3:30-4:30p PST. Same call-in information as previous meetings.

3:35p - Call to Adjourn (Aaron)