Brewery Start-up Meeting 2

June 10, 2014

Attending: Caroline Brunt, Shirley Warne, Sheila Mullins, Patrick de Sousa Regrets: Chris Thoreau

Minutes

1. Introduction
   1. Minutes - ok
   2. New Items for Agenda - none
2. Report
   1. Patrick

* Google Drive
  + Editing privileges sent to partnership
  + Added Contact List, Meetings Folder ( Agenda and Minutes), Added Co-op Web links to Articles and Resource file
  + Meetings with potential investors – of note: 1 silent investor, a couple putting an offer on a business this week but if that falls through interested in learning more – could invest $100 000 and a number of people interested in memberships ($500-$1000)
  + Scouted and photographed brewery locations
  1. Caroline
* Contacted realtor
  + Will send listings to Caroline but will not take us around (not done with industrial)
  + Commission will be 1 months’ rent
  + Shirley – make sure subject to us getting permits (business, renovation etc.)
* Met possible investor Steve Fong with Patrick. Steve interested – willing to invest $100 000 or more
* Spoke with graphic designer – Mark Massyn – Idea: “East Vancouver Country Club”
* Spoke with lawyer, Margaret Camley
  + Has a student working with her. Student may be able to draft contacts and not charge as much
  + Has property in 10 acres in Clinton, BC – Hop growing? Place to store brewery – we looked at map brewery storage didn’t look feasible. Shirley’s sister Carolyn may be able to store the brewery near Vernon, BC
  1. Shirley
* Went to Osoyoos, BC – to see Brewery
  + Mice go into malt – brought some back but may have to throw some out – malt is getting old
  + Mice chewed into boiler insulation needs to be fixed – may need to consider buying a boiler
  + Need a welder -
  1. Chris
  2. Sheila

1. Questions & Discussion
   1. Shirley – in general brewers are supportive of each other
   2. Shirley – estimates renovations to be $500,000 - $600,000
   3. Caroline – we need an accountant/controller – can help with demonstrating to possible investors that we have a solid business plan
   4. Patrick – knows an engineer, Dave Taylor, who has worked at Labatt – away for a month but Patrick will contact him. Shirley has worked with a contractor for brewery set- ups – he is really good but will be expensive.
   5. Shirley – need a welder – Need to put doors on tanks and repair boiler
      1. Welder, Jim Ripley, from Summerland, BC builds breweries
      2. P49 has a welder
   6. Shirley – equipment purchase
      1. Consider buying a boiler
      2. Need 1 Double fermenter
      3. May need more conditioning tanks – have 7 conditioning tanks already – 4 smaller 300 litre tanks – How much will we be producing?
   7. Shirley – focus on Tasting room and growler sales – make the most money that way
   8. Shirley – selling beer to pubs, etc - lose profit and getting beer on tap is too difficult. There are some breweries that pay money to get their beer on tap (illegal). Patrick – doesn’t see it the same way. Believes there are opportunities to get beer on tap especially in the suburbs. Shirley said that this would add to cost be in sales and beer delivery
   9. Patrick – Lease partnerships sites – Landyatchtz building and Cedar Cottage.
   10. Patrick – Chris asked Patrick to discuss tasting room décor –Use Patrick’s beer bottles and other paraphernalia – Chris was supportive. Beer tourist destination – come for beer but will probably be interested looking at beer memorabilia. British style pub feel? Caroline likes idea – history. Shirley has old beer magazine ads that can be used. Sheila – look at Vancouver Archives. Sheila also supportive in anything that will get Patrick’s beer/brewery shit out of the house ☺.
   11. Discussed Co-op vs Corporate model – we agreed to get an outside speaker for our next meeting to answer questions and present Pros and Cons. Patrick clarified that the CSB is a marketing/sales strategy and can be used with either business model.
   12. Memberships – CSB. Discussed $500 and $1000 memberships. Shirley concerned about memberships with less money eg $20. We all agreed that we would not look at small money memberships and that $500 membership will probably be the minimum membership amount. Idea $500 – 6 month membership & 1000 – 12 month membership. Benefits beer, gifts, special limited release beer, events “meet the brewer”. Shirley concerned that a large number of members will be too hard to organize/administer and maybe there should be a limit. Patrick said that he did not think the organization / administration of memberships would be difficult. This can be built into the website. It can be an opportunity to be creative eg. Special Membership Card etc. All agreed we need to look at product costing to decide on beer benefits for members.
   13. Discussed employees – Shirley brewer. Caroline asked Shirley what assistance she would need FT or PT. Patrick stated he wanted to be the assistant brewer. If necessary – he would be willing to leave his current job or a job as a brewer. Caroline – maybe we can get students from the KPU brewing program. For servers – maybe students in the VCC culinary program. Shirley suggested the servers need to really love / know beer.

1. Project Organizer – Sheila
   1. Showed Google Drive
   2. Provided an explanation of Atrium
   3. Demonstration of the program. Provided everyone with a login. Check spam if you didn’t receive it.
   4. Caroline and Shirley changing their email addresses to gmail accounts
      1. [carolinebrunt1961@gmail.com](mailto:carolinebrunt1961@gmail.com)
      2. [shirleywarne@gmail.com](mailto:shirleywarne@gmail.com)

1. To Do List
   1. All - Keep speaking to possible investors
   2. Shirley
      1. Contact Brewery contactor get rough idea on what to consider in a building
      2. Contact Welder, Jim Ripley or P49 welder– est. cost of repair and addition of doors on tanks
      3. Get product costing from Bomber and Brassneck
   3. Caroline
      1. Contact accountants that she knows to see about their interest and background
      2. Get product costing from P49
   4. Sheila
      1. Refine Atrium for use starting next week
      2. Work with Patrick on tasks for Atrium
   5. Chris
      1. Contact Jessica Pautsch (wanting to start a Co-op brewery)
   6. Patrick
      1. Minutes – DONE!!!
      2. Update Google Drive – change email addresses
      3. Patrick to meet with Caroline and Shirley individually to help them to access/edit documents in Google Drive
      4. Look at available lease buildings in the area
2. Next Meeting: Monday June 16rd, 2014 - 7-9 pm Sheila and Patrick’s House