

United States Association of Cider Makers

Board Meeting Minutes
Monday, December 15th, 2014 4pm – 5pm EST
Phone Meeting

Call to Order: A Board of Directors meeting was held via phone conference. Members in attendance: Mike Beck, Dan Rowell, Brad Page, Robert Vail, Scott Donovan, James Kohn, Charlotte Shelton, Bruce Nissen. Missing was Dan Wilson. Also in attendance: Sue Husch and Ellen Serr of QBS Event Management.

Item: Accept Minutes

The meeting was called to order by Mike Beck. Scott Donovan made a motion to accept the minutes of the last meeting. Charlotte seconded. All members were in favor and the minutes were approved. There were no changes to the current agenda.

Standing Agenda Items

Item: Budget Discussion and Insurance Update

James said that CiderCON is on budget so far. The board has accepted the insurance proposal from Moody's that was submitted to the board and has mailed off the check. This policy includes D&O, event coverage, event cancellation and general board coverage.

Item: Conference Update

James said that our registration is ahead of last year, with the exception of sponsorships – we only have one sponsor thus far. Registration closes on January 4th so that the planning committee has time to place orders for everything from food to tee shirts and get badges printed.

Item: Annual Business Meeting Discussion

The annual business meeting will be one hour long, followed by one hour for elections. The agenda will be set in January. Scott asked that we have a few moments for the board to list some accomplishments from the past year.

Open Issues

Item: Cider Research Grant

Regarding the meeting of the Cider Research Grant sub-committee, a report was filed by the sub-committee requesting that the Board vote on whether or not to issue Cider Research Grants starting next year. Charlotte moved to adopt the document as presented and create a Research Grant Committee, to be named at the annual business meeting. Dan Rowell seconded. All in favor – motion carried. Report attached as appendix A.

Item: Board Terms/changes

The board is looking at changing the structure of the board seats by adding another At-large seat, raising the 250K seats to 500K and adding a new "Northwest" district, bringing the total of Board of Director seats to 11. The board also heard discussion and clarification on what happens if a board member no longer works for

the company to which he or she was elected. To clarify, a board member is elected based on the company that he or she works for – the company is the entity with the bonded winery number (which is required for voting eligibility). A sub-committee met to recommend to the board that the board member in question be allowed to serve out the year and then be required to relinquish their seat at the next CiderCON meeting. Said member would then be eligible to run for a new seat under their new company guidelines. Charlotte moved to adopt the recommendations. Scott seconded. Bruce Nissen abstained from the vote. All others voted yes, the recommendations were approved. Table attached as Appendix B.

Item: Logo and Awards

USACM will adopt Logo “A” from Kane Dezin after one final revision to fix the word “of”. An Awards sub-committee met to recommend that the board give out one award at CiderCON this year, to an individual who has made a significant contribution to the Cider Industry. The board would select the recipient this year and will look at expanding the awards category in the future. Bruce Nissen made a motion to have the award this year, Scott seconded it. All approved, motion carried.

New Business

Item: Finance Committee Update

Dan Rowell discussed his plans for working on the budget for 2015.

Item: List of Topics for new board

Sue and Ellen have started a Trello card on the Admin board where current board members can list topics for the newly elected board. Board members can email QBS with suggestions.

Item: Board Contact Sheet

Sue has compiled a table of contact information for the board of directors. This list is for internal use only and should never be distributed or published outside of the board.

Item: Discussion on code of ethics

Scott brought up a new item. Many trade and professional organizations have code of conduct language contained in their bylaws to establish a standard for conduct for the entire membership and a process should a concern about the ethical conduct of a member organization be reported. This helps to protect the industry's reputation. At this time the USACM has no language about member conduct in its bylaws. Scott agreed to propose so language that can be incorporated into the organization's bylaws.

Item: Social Media

Tabled due to lack of time.

Item: Style Guidelines and competitions

Will be discussed at the Cider Conference Committee planning meeting.

The meeting was adjourned.

The next board meeting will be held January 12th at 4pm EST.