

# **United States Association of Cider Makers**

Board of Directors Meeting Minutes  
Tuesday, February 16th, 2016

**Call to Order:** A Board of Directors meeting was held via phone conference. Members in attendance: David Cordtz, Dan Rowell, Ryan Burk, Bruce Nissen, Eleanor Leger, Mike Beck, James Kohn, Dan Wilson. Missing were Paul Vander Heide, Justin Kissinger, Trevor Baker. Also in attendance, Ellen Serr

## **Item: Accept Minutes**

President Mike Beck called the meeting to order. David motioned to accept the minutes from the last two meetings, Bruce seconded. Motion carried.

## **Agenda Items**

### **Certified Cider Professional Committee**

David gave an update on the Certified Cider Professional class held at CiderCon. Survey results were sent to the board. Overall feedback from the surveys was positive. The CCP committee will share the exam questions with the board at the next meeting. Mike noted that the board needs to schedule a review for the interim director.

### **Conference Exit Survey**

James sent the CiderCon exit survey results to the board. Overall response was either “satisfied” or “very satisfied”. Attendees said they were very happy with the facility and the food. Respondents also agreed that the first week of February was the best time to hold the conference. Over crowded rooms on Thursday was an issue - James noted that the facility for next year’s event is much larger and will be able to accommodate more people. Next year sessions will be more clearly labeled as to whether they would benefit “introductory” or “established” groups. James introduced the idea of having each board member participate on either the presenter committee or the vendor committee. He noted that the board members would not have to be on the calls, but would have to give input during the selection process.

### **Finance Committee**

Dan Rowell said the finance committee is still working on the final budget for CiderCon. Eleanor Leger will be taking over the accounting and check management.

### **Marketing Committee**

With Trevor not on the call, Ellen read prepared statements from him. He has formed a new marketing committee which will be meeting later in the week.

### **Research Committee**

Mike Beck gave an update on the research committee. Since not all of the money was used, he wants to put the remaining in a reserve fund. Dan said that was fine.

## **Executive Director Search Committee**

Ellen read a statement from Trevor that the search is well underway with about 60 applicants so far. The job posting runs through March 15<sup>th</sup> and the committee will be meeting soon to discuss vetting procedures. The committee will also invite Nora to participate in the vetting process.

## **New Business**

### **Committee Assignments/Duties**

Ellen will email the board members who were not on the call to find out if they prefer the presenter or vendor committees. Procedures for committees and duties will be placed on the next meeting agenda. Dan Wilson suggested writing committee guidelines for discussion during the summer meeting.

### **Cider Hunters**

Mike asked if the organization has enough money to fund the Cider Hunters proposal. James said it sounded cool but that we need a standard if we send them money and to know exactly what we will be getting out of it. Item tabled for further discussion.

### **Cider Producer Survey**

Item tabled until next meeting.

### **Cider Summit Chicago**

James let the board members know that they were welcome to tour the Chicago Hilton if they were going to be in town for the Cider Summit. Ellen will forward hotel contact info to anyone who is interested.

Eleanor motioned to adjourn the meeting. Dan Rowell seconded. Meeting adjourned. The next board of directors meeting will be held Tuesday, March 1<sup>st</sup> at 5pm EST.