

MEETING MINUTES

United States Association of Cider Makers Board Meeting

Meeting Date: Wednesday, March 5th, 2014, 10:00 am PST

Call to order: A Board of Directors meeting was held via conference call on Wednesday, March 5th, 2014 from 10:00 to 11:00am PST. Members of the board in attendance: Bruce Nissen, Vice President; Dan Rowell, Treasurer; Scott Donovan, Secretary; Brad Page; Charlotte Shelton; James Kohn; Dan Wilson; David Bauermeister (NABC); Carla Craig (NABC). Absent: Mike Beck, President and Robert Vail.

Item: Approve minutes from Annual Business Meeting, CiderCON 2014.

Action agreed to: No corrections need to be made. Brad moves we accept minutes. Scott seconded. All in favor.

Item: Review of officers chosen at CiderCON 2014 as read from this meeting's minutes:

Scott Donovan – nominated and elected as Secretary

Bruce Nissen – nominated and elected as Vice President

Mike Beck – nominated and elected as President

Dan Rowell - nominated and elected as Treasurer

Charlotte moved to accept these nominations as presented.

All approved. None opposed.

Item: Approve location of CiderCON 2015

The board will come up with a procedure for selecting locations, in which we choose from at least two possible cities for the next site and have bids for each. James recommended Chicago for 2015 for easing logistical complications, but changing cities for 2016.

Item: Approve proposed conference planning schedule for 2015:

- **March 15th** Begin promoting vendor application online.
- **March 31st** Hotel selected by committee and board. Announce location and date.
- **April 18th** Sign contract with hotel.
- **July 1st** Vendor applications due, including logo/artwork.
- **July 1st** Call for presentations closes (date to release call TBD).

- **September 1st** Presentations selected by committee, programming holes filled, speakers confirmed.
- **September 1st** Vendors fully committed.
- **November 15th** Vendor registration deadline. They must be paid and fully invested. Once paid their logo can be posted on website.
- **December 12th** Outside cider events submitted to committee for promotion
- **December 19th** Attendee early registration closes (rate increases after such)
- **February** Conference

Board addendums:

- Set deadline to choose 2016 location in this list
- Add budget to be proposed to the board and approved on April 15th

Dan motioned to accept the timeline. Seconded by Brad. No one opposed.

Item: Approve proposed conference planning subcommittees for 2015.

Goal is to keep committees small, with about 3 people per group. These groups will do the core decision making of conference planning. Administration will do the logistical work.

- **PR** - identifying which media to invite, vetting those who ask to attend, identifying stories to feature in press releases before, during and after the show, tracking down what stories do run, taking care of media before, during and after the show, tracking down great photography and high resolution graphic design for media
- **Marketing** – promotion designed to market the conference to attract and encourage attendees. Also to create excitement by promoting the conference to the USACM membership, creating SWAG (totes, glasses, t shirts), and thinking of creative ways to make the conference exciting.
- **On the Ground** – volunteer coordinator to recruit volunteers, coordinate them at the conference, communicate with conference planning administrator on schedule
- **Vendor/Sponsor** – have leadership roles from each geographic region to recruit/coordinate new vendors. Could be board members from each region.
- **Site Selection/Coordination** – make initial visits to hotel, communicate needs with hotel contact
- **Programming** – each track has its own committee:

- Cider Making
 - Tasting
 - Sales/Marketing
 - Orchard
 - Research/Scientific Program (separate symposium lead by Greg Peck)
 - Business
 - General Sessions (keynotes, business meeting, etc.)\
 - Events (ie distributor's workshop)/mixers
- **Outside Events** – tours, local bar/restaurant events, etc.

Board Comments:

Having various subcommittees requires many participants. After USACM's bank account is balanced post-conference, board will choose who will fill these roles on the various sub committees. Options include board members, membership volunteers, or hired professional management. Recruiting volunteers from the membership during the conference could be an effective strategy to use in the future.

Action agreed to: Table this topic until next meeting.

Other business:

- Board meeting minutes are posted to www.ciderassociation.org under Members. Carla will send an email out to notify membership.
- Board discussed duties being performed by Northwest Agriculture Business Center (NABC). They mainly provided planning management and administration, trade show support and PR/marketing for CiderCON 2014. General administration of meetings with board and conference planning committee were also included.
 - NABC went off line so board could discuss their future role in private.
- The board proposed for NABC to continue with its current duties with conference support for the next two months. An RFP committee was formed to update NABC's job description and bid. Committee members include Brad Page, James Kohn, and Bruce Nissen. A new contract will be prepared by May 15th for a full year of service from May 15, 2014 to May 15, 2015.

Charlotte moved to adjourn the meeting. Motion to accept by Dan. Seconded by Bruce.