

United States Association of Cider Makers

Board of Directors Meeting Minutes
Thursday, March 9th, 2017

A Board of Directors meeting was held via phone conference. Members in attendance: Marcus Robert, Brian Shanks, Eric Foster, Dan Young, Eleanor Leger, Ben Calvi, Dan Wilson, Bruce Nissen, Paul Vander Heide, Trevor Baker. Missing was Ryan Burk. Also in attendance: Executive Director, Michelle McGrath, ex-officio member Mike Beck and Admin, Ellen Husch.

Call to Order

President Bruce Nissen called the meeting to order. There were no minutes distributed to approve. Dan Wilson motioned to approve the past minutes via email. Eleanor seconded. Motion carried – Ellen will distribute the past meeting minutes via email for members to vote on and approve and/or amend them.

Finance Committee

Eleanor gave an update on the Finance Committee. The association has hired a book keeper to start immediately. Dan Wilson motioned to approve the treasurer's report as it stands; Trevor seconded. Motion carried. Bruce noted the importance of having a contingency plan in the budget.

Research Committee

Michelle gave an update on the Research RFP that was recently released. There have been 21 applications received and sent to the selection committee. Michelle noted that the quality of applications was very high. She noted that there are currently two companies looking to offer data collection services for the association. The board will wait to compare details.

CiderCon Committee

Michelle summarized the CiderCon 2017 exit survey which showed some very positive results. The CiderCon 2018 committee is being formed and they will start planning later this month.

New Business

Michelle noted that the USACM Board of Directors summer meeting will be held as a retreat in August this year, rather than a site visit to Baltimore. Board members discussed goals for what they wanted to address during the retreat.

Michelle is planning three webinars for the memberships – two with Nielsen and one on the strategic plan discussing member benefits.

Bruce asked about joining the National Beer and Wine Wholesalers association and attending their conference in Las Vegas. Brian thought it was a good idea.

Michelle will send a legislative update to the membership.

Bruce left the meeting so Trevor moved to adjourn. The next Board of Directors meeting will be Tuesday, April 11th.