

United States Association of Cider Makers

Board Meeting Minutes

April 14, 2014 12:00 to 1:00 pm EST

Call to order: A Board of Directors meeting was held via conference call on Monday, April 14th, 2014 from 9:00 to 10:00am PST. Members of the board in attendance: Mike Beck, President; Bruce Nissen, Vice President; Dan Rowell, Treasurer; Scott Donovan, Secretary; Brad Page; Charlotte Shelton; James Kohn; Robert Vail; Dan Wilson; and Carla Craig (NABC). Absent: None

Item: Approve Minutes from March 5th

Action agreed to: No corrections need to be made. Scott moves we accept minutes. Dan seconded. All in favor, none opposed.

Item: Finance Committee Report

Dan Rowell gave the finance committee update. As of April 14, 2014, The USACM has \$76,672.84 between the three cash accounts, of which the majority is in an interest bearing savings account with Chase bank.

The Final numbers for the cider conference are as follows:

Revenue	\$153,191.90
Expenditures	<u>(\$142,741.92)</u>
Net cash proceeds	\$10,449.98

Please note that \$71,550 of the revenues related to the CiderCon2014 were collected in calendar year 2013 in the form of pre-registrations.

Carla amended report from stating administrative fees were paid to the Northwest Agriculture Business Center and not Northwest Cider Association. Bruce motioned to accept the changes. Seconded by Dan Rowell. All in favor. None opposed.

Item: Legislative Committee Report

Mike Beck gave the legislative committee update.

There was general discussion on USACM's involvement on passing state growler bills. Mike sent out a TTB document on the ruling on growlers to board. He commented USACM will start delving into this issue more.

USACM needs to get more legislative backing from congress members. An update from the membership committee may provide some additional intelligence as to where the cider producing industry is growing so that can be used to gain more support.

Motion was raised by Mike Beck to approve the draft letters for CA and CO. Motion was approved by Dan Wilson and seconded by Dan Rowell. All in favor. None opposed.

Item: USACM's Great American Cider Festival

Mike Beck gave the update on the Great American Cider Festival (GACF) consumer event idea. He shared his thoughts on the possibility of holding the GACF including possibly holding it at the same time as the Great Lakes Cider and Perry Competition which is an established cider event held in the Grand Rapids area. This would allow integrating the festival with an already established international cider event. Additionally, the timing would also line up with the Great Lakes Expo, a large fruit growers farm show in Michigan. Discussion took place about the pros and cons by the board members. Other discussion took place about having an event in association Micro Star and the Great American Beer Festival. James noted Micro Star would sponsor and handle all logistics of GACF if possibly held at same time as GABF.

James agreed to get more details on the arrangement proposed by Micro Star and Mike Beck agreed to get his ideas together on the possible Michigan event and to write up a proposal for Angry Orchard.

Item: Conference Committee Update: Discuss and approve Swissotel contract for CiderCON 2015

James and the board discussed the proposed Swissotel contract for the 2015 Cider Con. Goals for next year's event include increasing the number of attendees and encourage the number of attendees that stay at the hotel by offering a lower hotel rate. Holding conference rates for attendees and increasing the rate for vendors.

Scott motioned to approve the Swissotel agreement for the 2015 Cider Con and the \$7,500 deposit. Robert Vail seconded. All in favor. None opposed.

Item: Approval of CiderCON 2015 budget

Action agreed to: Table this topic until next meeting. Out of time.

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