

United States Association of Cider Makers

Board of Directors Meeting Minutes
Wednesday, May 10th, 2017

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

Call to Order

Vice-President Trevor Baker called the meeting to order. Eric motioned to approve the minutes of the last meeting. Dan seconded. All approve. Motion carries.

Finance Committee

Eleanor gave an update on the Finance Committee. The tax documents are ready to file, they just need to be approved by the board. Dan motioned to accept the tax documents and file them; Eric seconded. All approve; motion carries.

Marketing Committee

Michelle noted that the USACM will get an update from Nielsen when the representative returns from vacation next week. Eric asked if we will be getting the raw data from them. Michelle will clarify.

Legislative Committee

With Justin Kissinger in a new position that requires a lot of travel, Brian Shanks has taken over as chair of the legislative committee. Brian will be keeping an eye on legislative activity relating to the Craft Beverage Modernization act and the comment period for the CIDER Act possibly opening up during Michelle's maternity leave.

CiderCon Committee

Ellen gave an update on CiderCon planning. The decorator RFP has been sent out; responses are due next week. We have 59 vendors returning from 2017, leaving only 19 spaces to fill. Vendor payments are due at the end of June. The presenter committee met and will be sending out the call for presentations.

Board Retreat

The USACM Board of Directors Retreat will be held August 6th – 10th. Topics to be covered include the Lexicon project, USACM Bylaws revision, Membership benefits and review.

New Business

Trevor brought up the issue of trademarking the USACM logo, CCP, CiderCon name and Pick Cider. He has met with a trademark lawyer and would like to move forward for the 2018 budget, with the exception of the CCP trademark, which he would like to find \$2,000 in this year's budget to pay for now.

Michelle has a plan in place for her maternity leave and has been meeting with committees to make sure they are set while she's out. The board plans to meet in June as scheduled but will delay the July meeting until Thursday, July 27th when Michelle has returned.

Bruce noted that it's time for Michelle's one year review. He would like to solicit feedback from board members and then will review with an HR specialist and send the notes to the board. The Executive Committee will conduct the review and report to the board.

Brian motions to adjourn the meeting; Eleanor seconds. Meeting adjourned. The next USACM Board of Directors meeting will be held Tuesday, June 13th at 2pm EST.