

# United States Association of Cider Makers

Board Meeting Minutes  
Tuesday, May 19, 2015 5pm EST  
Phone Meeting

**Call to Order:** A Board of Directors meeting was held via phone conference. Members in attendance: Scott Donovan, Trevor Baker, Dan Rowell, James Kohn, Dan Wilson, Eleanor Leger, David Cordtz. Missing were Mike Beck, Bruce Nissen, Dan Rowell and Robert Vail. Also in attendance: Sue Husch and Ellen Serr of QBS Event Management.

## **Item: Accept Minutes**

Scott Donovan called the meeting to order. David motioned to approve the minutes of the last meeting, Trevor seconded. All in favor; motion carried.

## **Standing Agenda Items**

### **CiderCON 2016 Update**

James gave an update on CiderCON. We are still taking submissions for both presenters and vendors – those are open until May 31<sup>st</sup>. The conference committee will try to have a schedule in place by the end of July. Eleanor asked if he could provide details for a budget, James said he will re-send the one he developed to the finance committee. Sue reminded him to add event insurance. James also went over the process for selection of presenters. Dan Wilson stressed the importance of keeping the conference fresh and timely each year.

### **Finance Committee Update**

Eleanor gave an update of the Finance Committee. They are planning to move the company records into Quickbooks (online) and are working on the chart of accounts. The committee also needs a budget outline from each committee chair. The budget issue will be added to the agenda for the 2015 summer meeting.

### **Legislative Committee Update**

Ellen gave a quick legislative update – no movement on the CIDER Act since the last two new co-sponsors on May 5<sup>th</sup>. The next legislative committee meeting will be held on May 21<sup>st</sup>.

### **Compliance Committee Update**

Bruce has not yet scheduled a meeting of the Compliance/Best Practice Committee.

### **Marketing Committee Update**

Trevor gave an update of the Marketing Committee. They are looking forward to updating and improving the USACM website and to getting branded products out to members. Eleanor asked who or what committee would be responsible for member benefits. She said that she had heard multiple times from members who wanted to know what they were getting for membership dues. Trevor felt that category should fall under the marketing committee and perhaps develop a quick member survey of what benefits the members want most.

## **Research Committee/ Exec. Director Update**

Mike has not yet scheduled a meeting of the Research Committee or Executive Director Committee.

## **Open Issues**

### **Item: DC Summer Meeting**

Ellen gave an overview of the meeting agenda for the DC Summer Meeting. The board requested information to start a budget for the meeting, and also wanted to know what preparations they should be working on now. Ellen will schedule a call with Justin to go over details. James suggested the breakfast meeting be shortened so that board members can prepare to get to the hill by 9am.

### **Item: TTB Cider Workshop/timing and content**

James brought up the idea of meeting with the TTB at their offices in DC to help them understand what cider is and isn't, and the goals that USACM is trying to achieve. Eleanor felt that it should be presented by the whole board. Scott suggested we have an agenda drawn up before the meeting for members to review. Ellen will send a poll out to see which members would be available to meet with the TTB.

### **Item: Certified Cider Professional Program**

James would like to see the USACM develop a Certified Cider Professional Program – not specifically for cider makers, but for sales and trade people. It could possibly be held on the Saturday after CiderCON. David suggested getting a committee together to start looking at options. Ellen will schedule a meeting.

### **Item: Renewal of QBS Contract for CiderCON Management**

James endorses the contract for QBS Event Management to be renewed with the addition of a new proposed conference planning platform. Sue went over numbers for both a one year and two year contract. David asked for a quote for a five year contract. Sue will provide that. Eleanor motioned to accept the contract, David seconded. All in favor; motion carried.

Meeting adjourned.

The next board meeting will be held Tuesday, June 23rd at 5pm EST.