

United States Association of Cider Makers

Board Meeting Minutes
Tuesday, July 22 2014 8:30am – 10:30am
Chicago, IL

Call to Order: A Board of Directors meeting was held at the Swissotel Lugano meeting room in Chicago, IL. Members in attendance: Dan Rowell; Charlotte Shelton; Scott Donovan; Mike Beck; Brad Page; Bruce Nissen; James Kohn. Absent were Robert Vail and Dan Wilson. Also in attendance were Sue Husch and Ellen Serr of QBS Events.

The meeting was called to order by President Mike Beck.

Item: Accept Minutes

Scott Donovan moved to accept the meeting minutes from the previous meeting; Dan seconded. All in favor.

Item: Approve Agenda

Bruce moved to approve the agenda; Brad seconded. All in favor.

Item: Introduce QBS

James introduced Sue Husch and Ellen Serr of QBS Event Management as the new administrative and executive management team for the USACM. Sue and Ellen will start immediately.

Finance Committee Report

Dan provided the finance committee report. As of July 22nd, 2014, the USACM has \$89,802.28 between three cash accounts, of which the majority is in an interest bearing savings account with Chase Bank.

So far this calendar year, we have received \$39,083.33 in revenue from memberships.

The final numbers for the cider conference are as follows:

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

So far this year, we have received \$18,400 towards CiderCon 2015 and have placed a \$7,500 deposit.

The budgeted pay for QBS was also reviewed.

Brad suggested we obtain board insurance since we are now a non-profit organization. Sue will work with Brad on getting proposals and estimates and reminded them that we need to have insurance for the event, as well.

Brad wanted to know how we plan to handle expenses for the upcoming CiderCon as well as other expenses. Sue suggested we get a company credit card to make it easier for accounting purposes. The Finance Committee will apply for a card and will develop some guidelines for credit card usage. James suggested also obtaining a debit card for QBS to use in planning for CiderCon.

Scott wanted to clarify board member reimbursement for airfare, meals, etc. He will draft guidelines for future meetings. Right now, everyone should save and submit receipts.

Scott moved to accept the finance committee report; Charlotte seconded.

Legislative Committee Report

Dan read the Legislative Committee Report for Amy. The area of responsibility for the committee was discussed as well as progress and accomplishments by the committee. Dan said that cider seems to be being re-defined as a beer and we need to work to make sure that does not happen. There was discussion on different state proposed bills in Colorado and California and how, if passed, they would affect the cider industry.

Brad suggested we join the Wine Association, swap memberships with them so that we can compare notes on upcoming legislature. Dan said we need to have an official stance to avoid a possible franchise tax on beer.

Brad suggested QBS work with Amy, Bruce and Mike to monitor future developments. All information should be posted on the website and discussed.

Brad motioned to accept the report; James seconded.

Tour of Swissotel Facility

The board took a tour of Swissotel facility and the meeting rooms we will be using during CiderCon in February.

Membership Committee Report

Charlotte requested a way to keep a continuously updated list of new members in the industry as potential members of USACM. Brad agreed that there is frustration about how to find new members. Sue suggests we request current members to send in a list of “potentials” in their area. Brad wants QBS to help co-ordinate memberships. James said QBS will also monitor the database of current members and create a list of people to contact.

Brad wanted to know if we could also enlist the new cider magazine to send us contacts. Scott suggests that we need to have a board member on the Membership Committee, and Dan agrees that we need to have a board member on each committee. Charlotte also wants each committee to have a clear direction.

Conference Committee Report

James gave the report on the Cider Conference Committee. He let us know that they have started to meet every other week as a standard meeting. He went over the idea of having fewer sessions of a higher quality and how to attract more retailers and distributors. He also talked about the decision to require membership in USACM in order to be eligible for CiderCon.

James also felt we should approve Portland as the site of CiderCon 2016 so that we could promote it at this year's conference. He also suggested we do Chicago again for 2017 and follow a rotation of Chicago, West Coast location, Chicago, East Coast or South location. Brad suggested we not use Chicago every other year and that we should change up the location every year. All agree that the time of year for the show is perfect, but we need to locate shows in areas that have a cider connection.

Scott wanted to know when the budget will be presented – James said next week at the regular meeting.

Brad asked when a decision was needed on the location for 2017. Sue requested that members be polled on their ideas for locations and that QBS start research on the top three locations.

Mike moved to accept and adjourn the meeting; Charlotte seconds.

10:30am – Meeting adjourned.