

# **United States Association of Cider Makers**

Board Meeting Minutes  
Monday, September 29th, 2014 4pm – 5pm EST  
Phone Meeting

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

## **Item: Accept Minutes**

The meeting was called to order by Mike Beck. Scott made a motion to accept the minutes of the August 25th meeting. Dan R. seconded. All members were in favor and the minutes were approved.

## **Standing Agenda Items**

### **Item: Budget Discussion**

We could not have a CiderCON budget discussion without James. Item tabled.

### **Item: Conference Update**

We could not have a conference update without James. Item tabled.

### **Item: Annual Business Meeting Discussion**

We could not have a discussion on the annual business meeting without James. Item tabled.

## **Open Issues**

### **Item: Wine Association Membership**

Robert needs another week. Will email the board on Friday with his recommendations.

### **Item: Committee Responsibilities and Boundaries**

Sue and Ellen will work up a synopsis of each committee including responsibilities, boundaries and members. More discussion when the list is complete.

### **Item: Ciderweek.com Guidelines**

Discussion on the guidelines of taking over the website, [www.ciderweek.com](http://www.ciderweek.com). Dan R. suggested that anyone who wants to post their event should be a member of the USACM. Dan W. will form a sub-committee with Sue and Ellen to list guidelines for our participation in the website.

## **New Business**

### **Item: Companies Wanting to Purchase Membership List**

Brad had received an inquiry from a company wanting to purchase a membership list. Scott thinks it's a bad idea to sell our membership, since it will cause members to get a lot of spam emails and unsolicited phone calls. Robert noted that when companies join the USACM, they have access to membership already. Dan W. suggested that we sell advertising in the monthly e-news. Board members will also come up with some content for future e-news editions and email it to Sue and Ellen. We would need to come up with guidelines and pricing for ad space. Back to topic – no selling the membership list.

### **Item: Using Cider Association as our name**

Brad wondered if we should start using Cider Association as our name. It goes with the logo discussion – item tabled until we looked at logos.

### **Item: Insurance Update**

Sue contacted the insurance company the USACM used last conference. They need Mike's signature to proceed. Mike has the packet, will sign and send off. The insurance company will then come up with proposals for event, cancellation and D & O insurance. Proposals will be distributed to board members for future discussion.

### **Item: Logo Ideas**

The board looked at the logo ideas that were submitted and decided to get them reworked. Sue will ask the designer to revise logo A (upper left and center logo) and logo C (right). Maybe adding a barrel to denote "hard" cider. Discussion on name will resume with new logo ideas.

At 5:16pm, Charlotte moved to adjourn the meeting and Bruce seconded. Meeting adjourned.

The next board meeting will be held October 27<sup>th</sup> at 4pm EST.