

United States Association of Cider Makers

Board of Directors Meeting Minutes
Tuesday, September 6th, 2016

A Board of Directors meeting was held at via phone conference. Members in attendance: Paul Vander Heide, Ben Calvi, Trevor Baker, Mike Beck, Eleanor Leger, Bruce Nissen, Dan Wilson, David Cordtz. Missing were Justin Kissinger and Ryan Burk. Also in attendance: Executive Director, Michelle McGrath and Admin, Ellen Husch.

Accept Minutes

President Mike Beck called the meeting to order. Bruce motioned to accept the minutes from the last meeting, Trevor seconded. Motion carried.

Financial Update

Eleanor gave an update on the Finance Committee. Quickbooks online is up and running. She and Michelle are working on the chart of accounts and updating revenue sources.

CiderCon Update

CiderCon speaker session have been changed from three days to two, in order to keep costs down for attendees. Michelle has been working on sponsorship packages. Bruce and Michelle are working on the opening session including content for a video presentation. Paul asked about registration fees and if they are going to be tiered or one flat fee – Michelle is reviewing the budget before that is decided. Paul also mentioned using member staff for volunteers. Ellen is finalizing the speaker grid. Neilson wants to provide a teaser session on packaging in advance of the conference – possibly Tuesday afternoon before the Cider Share. This would be about 12 people (non-board members) selected in advance.

Marketing Committee

Michelle has been in touch with a market research contact that Justin had suggested. The company would provide quarterly reports of industry-wide data that the association would own for \$30,000 (annually or a one time fee?) Trevor asked if the association can afford it – Michelle said she is looking at the budget. Paul wanted to know what kinds of guarantees could be offered that we would get quality responses, Michelle said that could be worked into the contract. Mike asked if we could collect that data ourselves – Michelle thinks that a third party would be better suited. David suggested getting a quote for an annual report. Eleanor motioned that Michelle re-contact the company to request an annual report to reduce the rate for the first year, include a guarantee of response, and revisit the issue after our membership survey is completed. David seconded. All in favor; motion carried.

Committee Structures

Michelle spoke about structuring committees. Trevor asked to make sure our committees include reps from both large and small company members so all interests are represented. Michelle will write up

committee structure guidelines. Dan wants to formalize the quota of board and non-board members on each committee and include that a board member must be present at each committee meeting. Also to clarify how much power each committee has and their responsibilities.

CiderCon 2018

Michelle is forming a CiderCon 2018 location planning committee. Trevor suggested adding the location discussion to the October meeting agenda.

Membership Services

Michelle is working on gathering data and developing membership benefits. Dan and Ben requested to be added to the group.

David moved to adjourn the meeting. Eleanor seconded. Meeting adjourned.

The next Board of Directors meeting will be held Tuesday, October 11th, 2016