

United States Association of Cider Makers

Board Meeting Minutes
Monday, November 17th, 2014 4pm – 5pm EST
Phone Meeting

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

Item: Accept Minutes

The meeting was called to order by Scott Donovan. Dan Wilson made a motion to accept the minutes of the last meeting. Brad seconded. All members were in favor and the minutes were approved. There were no changes to the current agenda.

Standing Agenda Items

Item: Budget Discussion

James said that CiderCON is on budget so far. He is starting to get feedback from potential sponsors, who are concerned about the change in cost of sponsorships for this year, but may still sponsor at a lower level. Brad asked for a financial summary of the conference and James will get that to the board.

Item: Conference Update

James said that we have 115 people signed up so far, which puts us ahead of where we were last year. 58 of those are cideries-in-planning and 11 are foreign cideries. The trade show is full with 31 or 32 vendors, plus a booth by the TTB. Robert noted that data from the Brewers Assn. says that two new craft breweries are opening every day in the US, and we should be looking to capitalize on that growth.

Item: Annual Business Meeting Discussion

At a meeting earlier this month, Bruce, Brad and Ellen met to discuss the board elections coming up at the Annual Business Meeting. They put together a board terms table, which has been posted on the member's only area of the website. They talked about holding elections for the regional seats before the meeting, and having the at-large seat elections held at the meeting. James said that can be done by using a site like Survey Monkey. Robert asked if it was ever decided what the board should do if a board member leaves his or her company – do they retain their board seat? At the Chicago meeting, it was decided that they can finish out their terms and then go up for re-election under their new company. Also discussion on if the members were being evenly represented by the current breakdown. Sue and Ellen will schedule a meeting with the board to specifically discuss the current situation and draft language on how to handle these issues.

Open Issues

Item: Wine Association Membership

Robert has the application from the Wine Institute. We are just waiting for two wineries to sponsor us, and then the paperwork and membership check will be sent in. He expects we will have a membership in place before 2015 Cider Con.

Item: Insurance Quotes

Sue will be emailing each board member the insurance information. Please read through it so insurance can be put into place before the end of the year.

Item: Logo Revisions

There is a meeting Tuesday, November 18th at 11am EST for anyone who wants to be in on the logo discussion.

New Business

Item: Whole Foods/Sorbate

Mike is not on the call; item tabled.

Item: Board Configurations

James talked about changing the configuration of the board to address growth in the Northwest. Possibly add another at-large seat? He will meet with Bruce, Brad and Ellen to discuss.

Item: Cider Forum

The board had talked about having a Cider Forum on the website. James has one set up and ready to go. QBS will act as gatekeepers to keep out obscenity. The forum will be for members only. QBS will add it to the website.

Item: Production Survey

James talked about having a production survey to get numbers together from 2014. How much cider was made, how many employees, etc. Robert noted that many larger producers may not be willing to give out this information but it was decided to go ahead and do the survey now and refine it as needed in the future.

Item: Awards at CiderCON

James has wanted to start an awards program at CiderCON to recognize those who are making strides in promoting the growth of the cider industry. He suggested the following categories: Promotion of Cider; Development of the Cider Trade; Retailer of 2014; Distributor of 2014; Vendor of 2014. Brad said that it might be better to honor projects or accomplishments, not people. Scott suggested that we get a sub-committee together to discuss. QBS will send an email to schedule the meeting.

The meeting was adjourned.

The next board meeting will be held December 15th at 4pm EST.