

United States Association of Cider Makers

Board of Directors Meeting Minutes
Tuesday, April 24th, 2018

A Board of Directors meeting was held via phone conference. Members in attendance: Eric Foster, Marcus Robert, Brooke Glover, Brian Shanks, Paul Vander Heide, Sam Fitz, Dan Young, and Trevor Baker. Missing were Ben Calvi, Ryan Burk and Dan Wilson. Also in attendance: Executive Director Michelle McGrath and Admin, Ellen Husch.

Call to Order

Paul called the meeting to order. Eric motioned to approve the minutes of the last meeting. Brooke seconded. Motion carries.

Finance Committee

Michelle noted that we are now in the new fiscal year. CiderCon is paid off with a net profit of about \$45,000. It's still difficult to compare year to year results due to line items being coded differently every year. Next year and moving forward we will be able to have a more accurate comparison. Our new board secretary and treasurer need to be updated on the bank accounts but it's proving to be difficult with our current bank. Ben is planning to do some research into online banking companies to see if there is a better option for the USACM. The finance committee will be meeting next month to discuss and look at moving savings into an investment account.

Legislative Committee

The Legislative committee met with beverage attorney, Marc Sorini, who recommends that the best approach is to go after the temporary rules first, and once that's successful, to go after the permanent rules later. There is some dissent from a couple of the orchard based companies but the committee is reaching out to explain the reasoning.

CiderCon

Eric noted that he would like to see more heritage cidermaking programming this year. Michelle noted that we are looking to hire a PT program director to help steer the programming of CiderCon for next year. We've also been actively seeking locations for 2020 and beyond. Vendor payments are starting to come in and Michelle is working on developing a sponsorship prospectus for 2019. Michelle and Marcus will be working on developing relationships with US Apple and other organizations moving forward.

Board Retreat

Due to scheduling conflicts and the prohibitive cost, Michelle is looking at not having a board retreat this year and instead focusing on member recruitment by having board members connected regionally. Michelle will provide information to on membership benefits and get the regional chairs updated on the

website. Brian noted that we need to utilize the regional associations as well and develop talking points on why people should belong to both their regional and the national organization. Michelle proposed the board meets at the end of 2019, since that's when the current strategic plan expires. Further discussion will take place with board members who will be in attendance at GLINTCAP, May 16th – 19th.

Trevor motioned to adjourn the meeting. Eric seconded. Motion carries. The next Board of Directors meeting will be held Tuesday, May 29th, 2018.