

United States Association of Cider Makers

Board of Directors Meeting Minutes
Tuesday, October 30th, 2018

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

Call to Order

Trevor called the meeting to order. Dan Wilson moved to approve the minutes. Dan Young seconded. Motion carried.

Finance Committee

Michelle gave the finance update. She reported that it was a good month thus far and had no concerns. The Executive Committee is looking at making future Nielsen quarterly reports free to members as a membership benefit. Paul noted that he wanted to get the other board members opinions and moved to table the decision for now and vote later via email.

Bylaws Changes

The proposed changes to the bylaws were tabled for this meeting. Also electronic voting was tabled for the time being.

Style Guide

After much discussion on the proposed changes to the Style Guide, it was decided to add a line even though the TTB refers to New England style cider as apple wine, it is a traditional cider style. Eric motioned to approve the language addition. Sam seconded. Motion carried. The lexicon dryness discussion was tabled.

Trademark

Eric noted that getting a trademark for Pommelier would be under a certification mark, not merchandise. He noted that we could trademark the logo or a style of logo, such as the font. Eric will continue to research the process and recommends that we file in as many categories as possible. He will continue to update the board on progress.

Other Business

Eric noted that there is a lawsuit in Colorado regarding new can liners that drastically reduce the shelf life of ciders. Dan Wilson and Marcus were also affected. Dan will follow up with the attorney on file and keep the board informed of future developments.

Pomme Boots

The committee met with representatives from the Pomme Boots Society. She noted that the USACM does not have a process for undertaking another organization and there are a lot of steps that need to be taken before one is put in place. She recommends that the sub-committee continue to meet to outline steps and get more clarification on the process. Michelle will add it to the agenda for the next strategic planning session, and Brooke will follow up with Pomme Boots.

Meeting adjourned. The next meeting will be held Tuesday, November 27th, 2018.