

United States Association of Cider Makers

Board of Directors Meeting Minutes
Monday, December 16th, 2019

Members in attendance: Brooke Glover, Brian Shanks, Ben Calvi, Ryan Burk, David Thornton, Sam Fitz, Eric Foster, Dan Young. Missing were Paul Vander Heide, Eleanor Leger and Marcus Robert. Also on the call – Executive Director, Michelle McGrath and Admin, Ellen Husch

Call to Order

Brooke called the meeting to order. David moves to approve the minutes; Ben seconds. Motion carries.

Finance update

Program revenue to date is slightly up. So we are on track for this time of year.

Marketing

Brooke gave a marketing update. The committee is meeting regularly. Talking about having a Dry January to promote 0g residual sugar ciders. More details later in call. They are getting photos uploaded for membership use and working on podcasts and different topics for them. Rebrand – coming up later on the call.

Diversity

The committee has met a couple times and had the opportunity to meet with Dr. J, who will be presenting at CiderCon. Will look to meet with board members at CiderCon. Will have a statement by next month to present at CiderCon.

CiderCon

Ellen gave a CiderCon update. We have 378 people registered so far, as opposed to 498 at this time last year. Have had a couple vendors drop out so we are down to 105 as of today. Still have hotel rooms available in the room block. We are doing well on sponsorships. Need events for Bay Area Cider Week. The programming is finally complete.

Rebrand

Since there are only six people on the line, Ben motions that we adopt the name American Cider Association and vote by email for logo; Eric seconds. Vote by the people on the call and emailed results:

Brooke – via email – yes and B

Brian – yes and B

Ben – yes and B

Ryan – yes and B

David – yes and B

Sam – yes and B

Eric – yes and B

Marcus – yes and B
Dan Young – yes and B

Dry January

Michelle has been looking at Cider positioning in the market, focusing on things that attract others to “healthy” alcoholic drinks could and should apply to cider as well. She proposes we do a social media campaign and hire a social media manager to run it? 0 grams residual sugars is the target.
#PickDryCider? Board notes that we need to be careful not to alienate cider makers who don’t make dry ciders – it’s all in the messaging and we need to be careful with that. Michelle suggests a sub-committee of Brooke, Ben, Sam and Eric to watch over the campaign. Sam motions to move forward with Dry January – Eric seconds. Motion carries with one dissenting vote.

Awards Vote

Will be giving out awards this year at CiderCon, but with the rebrand the physical awards won’t be ready yet. We’ll have them mailed directly to the winners after the conference.

This is for reference only – I don’t think we should include these names in the minutes**

Significant Contribution – Darlene Hayes
Member of the Year – Treehorn
Server – Ambrosia/Brian Northman
Grower Advocate – John Bunker?

Ryan – moves to approve; Dan seconded – motion carries.

At Large Board Seat

Tabled.

End of Year Messaging

Any thoughts on end of year messaging, let Michelle know. Resiliency of the category; Craft ciders. Ryan and Eric will be on a subcommittee to start thinking of ways to address these.

Meeting is adjourned. Next meeting will be Wednesday, January 22nd.