

American Cider Association

Board of Directors Meeting Minutes
Tuesday, March 17th, 2020

Members in attendance: John Behrens, Nicole Todd, Talia Haykin, Ryan Burk, Marcus Robert, Phillippe Bishop, Dave Takush, Eleanor Leger, Brooke Glover, Sam Fitz, Ben Calvi. Missing were Paul Vander Heide and David Thornton. Also on the call – Executive Director, Michelle McGrath and Admin, Ellen Husch.

Call to Order

Brooke called the meeting to order. Eleanor moved to approve the first set of minutes. Ben seconds; minutes approved. John moves to approve the second set; Talia seconds; both sets of minutes are approved.

Legislative Update

Michelle offered a legislative update. The coalition is meeting almost daily to determine what is needed to help the industry. What kinds of relief would help? Looking at all options right now; the coalition is reformulating to rise to the occasion and make sure that this sector is included in any federal relief package. Keep Michelle in the loop with any forthcoming information. Sam noted an update on unemployment numbers that was just passed. Eleanor shared how to write letters to employees with language that establishes that employees are part of the affected groups so they are eligible for benefits. Michelle noted that the TTB says the tax class code is not required for right now. She will try to clarify language before approaching this with the membership.

CiderCon Debrief

This year was a net loss for CiderCon. Paid attendance was way down, revenue was down and expenses were way up. The Trade Show did okay; revenue was increased, but the main factor was paid attendance. We have been contesting the hotel bill but no results as of yet. Michelle is working with a new venue seeker to find a better contract for future CiderCon locations. We may look at having CiderCon in Chicago more often; we are currently looking over the contract for Richmond. One of the things we can do to save money is to pay contractors rather than offering free registration to volunteers. Possibly pay for tee shirts, other changes are imminent; and Michelle will be proposing many changes. Let her know if you are interested in being on the revisioning committee. The good news is that attendees were very happy with the conference as a whole.

Financials

Membership revenue has underperformed during the last two quarters; and with CiderCon presenting a loss, we are in a precarious position. We will end the year at a loss. We are using CiderCon 2021 revenue right now; which is a risk but necessary. The association is also going to start using accrual based accounting. Looking at recovery – we are going to continue to solicit

booths for 2021. We are focusing toward more allied trade memberships, more sponsorship opportunities; Canadian membership growth, more CCP sales and keeping our expenses down. Michelle is also pursuing a RBEG grant in partnership with CINA, and looking for sponsorship of PickCider.com. In addition, we will be restricting Ellen's hours from approximately 50 to 32 per month, have no new contractors for non-revenue generating programs; no marketing budget, no travel, no sponsorships. Michelle will also be asking 2019 board members to voluntarily cover their own CiderCon expenses and is taking a voluntary 5% pay cut and delaying her post-review raise. She asks board members to consider a 3 month special budget as outlined in the presentation slides. If no more revenue comes in by the end of June, we will be out of money. Ben asks for a more detailed financial picture, and proposes a budget for the entire year. Michelle will be in touch with a more detailed financial picture.

Meeting adjourned.