

United States Association of Cider Makers

Board of Directors Meeting Minutes
Wednesday, July 17th, 2019

A Board of Directors meeting was held via phone conference. Members in attendance: Marcus Robert, Brooke Glover, Eric Foster, Ben Calvi, Eleanor Leger, David Thornton, Dan Young.

Also on the call: Executive Director, Michelle McGrath and Admin, Ellen Husch.

Call to Order

Brooke called the meeting to order.

Financial Report

Michelle gave an update on finances. She said that the first quarter is off to a good start. There was a double bill from Nielsen since they missed a quarter last year. We've had some early revenue from CiderCon 2020 vendors. The CCP revenue is up and we've had success with Angry Orchard certifying their distributor staffs. Michelle noted that Paul will be attending the Global Cider Forum, and will ask him to update the board with his experiences while attending. She asked board members to send Ellen their flight information for the September meeting – the evening of the 12th is the hill visit. The meeting will end on Sunday at 1pm.

Heritage Survey

Eleanor gave an update – she sent the board a first draft of the survey. There are many open ended questions by design. The survey will be anonymous unless takers want to offer their contact info. She should have the email list together and will send for review. It should be sent out mid-next week.

Sponsorships and Regional Chairs

Michelle let the board know that the regional chairs have been meeting, and one of their goals was to better support regional cider associations. The chairs will be talking about which regional events to support and how to go about doing so. Cider Days has offered USACM a premier sponsorship with lots of benefits, since it's their 25th anniversary this year, and we've sponsored them for the last four years. The cost is double what we spent last year, but Michelle proposes the board approve it. Eleanor moves to approve the Cider Days sponsorship at the \$5,000 level. David seconds. Motion carries.

New Regions

When Michelle and Eric were in California recently, they discussed concerns with the size of the Mtn. West region. Not only is it the largest region, but we have a lot of members in California alone. She and Eric propose breaking Mtn. West into three new regions: Pacific Coast would be CA and HI; Northern Plain Region – CO, SD, ND, UT, WY, KS, NE. and Southwest Region – TX, AZ, NM, NV, OK. They still need to discuss timing and how to elect new chairs. Michelle will check the bylaws to see if they could have an election at CiderCon. Brooke thinks that the whole board should have time to mull it over. Eleanor says she thinks it's a natural progression and we may look at dividing the Eastern

region as well. We can go up to 17 board members. Michelle will send the board the numbers of cideries per region, based on 2018 numbers. Ben agrees that we need to know how many cideries are in each region. Eric agrees that we need to have more time and more board members weigh in. Need to make sure we have all sizes of cideries represented on the board. The idea will be further discussed at the board retreat in September. The board will discuss taking CA out right away during the August meeting.

CiderCon

Michelle aired concerns with holding CiderCon 2021 in Chicago – the current trade show space is very prohibitive and vendors were unhappy with it last year. The committee is really working to improve and grow the trade show. Venue analysis by Ellen narrowed two choices down to Denver and St. Louis. The executive committee will do some risk analysis to see if we can make up the difference on the cancellation fee.

Richmond – Michelle is waiting to clarify that we can get the proper licenses from Virginia. Eleanor and Sam will help expedite. Keep St. Louis under wraps for right now – we need to come up with a marketing plan to promote it when a decision is made.

We have a number of board members up for re-election. Eric, Dan, Marcus and Brian Shanks are ending terms – they can retire or re-run. Michelle asked them to start thinking of what they want to do.

Meeting adjourned. Next board meeting will be held Wednesday, August 21st.