

United States Association of Cider Makers

Board of Directors Meeting Minutes
Wednesday, 8/21/19

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

Call to Order

Paul called the meeting to order. Minutes for June and July were approved.

Financial Report

Michelle gave a finance update and noted that we are on track with finances and budget. We are still waiting on CiderCon vendor income. She will present a six month analysis at the upcoming board retreat.

Program Updates

Legislative – CBMTRA – we are still trying to get more co-sponsors. Michelle will send an update before the board retreat.

Standards of fill – TTB has extended the comment period until the end of October. This rule is specifically for wine so WA and Wine Institute are very vocal. The language contains many regulations that are very restrictive. If they are eliminated on a federal level, states may be able to write their own, creating multiple and different regulations which poses a problem. Michelle approached them both to say we are exploring pulling back on our initial reaction which was to eliminate standards of fill and support their more cautionary approach. We will look at the unintended consequences of elimination. We need to support WA and WI and see where they can reciprocate. Eric noted that we need to support them while voicing our needs and wants as well.

CCP – Michelle is really positive on where this is going. The working group is amazing. They have recently added a cider maker to the working group. They are currently developing the target audience for each level – and determining the specific learning objectives. Working on a road map for the next few years. There are a lot of new cider bars opening who want to certify their staff. The Food and Cider pairing guide continues to be downloaded often from our website. Michelle noted that we will have the Level 2 exam at CiderCon. She has spoken with BGACP – they want to develop sensory tests and collaborate.

CiderCon – CINA is helping with some tracks, we are not going to be less production oriented, contrary to a rumor. We will continue to have beginner, advanced and intermediate tracks – and will be careful to describe the differences. The Orchardling seminar will return. Currently working with members to decide who to bring in – more orchard owners, not so much academics. Also going to try to bring back the networking salons. Working with Talia to expand them. Can also sell sponsorships. Talia will train

the facilitators before CiderCon. Tours are coming together. Michelle is hoping to launch registration by October 1st.

Marketing – The draft for on premise is coming together, which will include Nielsen data. Michelle is planning to have it ready by the September board meeting. The committee is working on stock galleries of photos and improving the website to help members navigate and find resources. They will create a press list for members to share their news.

Diversity – The diversity committee has been meeting. They have elected Caitlin Braam as chairperson. She's having conversations with the Brewers Association. The committee is working on a statement, and will send to the board before adopting. Brooke asks about helping members like on diversity. Michelle will share a self-evaluation tool that the BA developed.

Other - Michelle has sent out the strategic plan ready checklist and wants feedback on membership – we need a multi year view on membership and finances. This should be done before the retreat.

Michelle spoke with a representative in the Indian cider market, they would like USACM to consider a licensing agreement and offer CCP training to their members.

Cyder market.com – Now that Dale Brown is no longer updating this website, someone else has purchased the site and instituted a customizable data base that has a information available at your fingertips. Looking at linking this database to our website.

Meeting adjourned. Next board meeting will be the annual board retreat in Washington, DC.