

American Cider Association

Board of Directors Meeting Minutes
Tuesday, December 15th 2020

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

Call to Order

Since Paul was not on the call, Brooke called the meeting to order and asked for motions to approve the minutes of the last two meetings. John motioned to approve October, Talia seconded. Marcus moved to approve November, Phillippe seconded. Both months minutes approved.

Executive Summary

Michelle gave the executive summary. Basically, we are in better shape than anticipated; however the membership patterns are predicted to decline based on the industry's current environment. The association should be okay financially until the end of Q2. Michelle will start recruiting CiderCon 2022 vendor and sponsorship payments in early 2021 for some needed cash flow. Sponsorship for 2021 has been going really well so far, it has made a difference to refer to them as sponsoring the association, rather than CiderCon itself. Michelle will continue to approach companies to get renewed earlier in the year and change their dates.

Cider Culture

Michelle has spoken to Cider Culture about how to proceed going forward, especially from a financial perspective. She will continue to work on the budget and make changes as needed. Brooke asks about professional services listed. Michelle noted they were for Nielsen and CiderCon.

CiderCon

Registration has opened and has been moving smoothly. There are 84 registrants as of today, hoping for 300. Vendor sales are going well, so far 33 vendors have signed up out of a projected 40. Michelle is planning to release the sessions and speakers on Monday. Alan Shapiro will be doing a virtual Cider Summit – which is great news since we won't have to produce it. Might do some small cider promotional tasting events, still deciding. Michelle will be sending out invitations for speaker, volunteer and vendor training on Hopin, so everyone is comfortable with

the platform before CiderCon. Brooke asks about Demographics for CiderCon – Michelle has not disseminated them as of yet.

Strategic Planning and Member Communications

Michelle asked the board to consider how to get more members to renew. Would an annual report be beneficial? She noted the Town Hall virtual meetings we did earlier in the year were good, but they were exhausting. She will consider a digital member meeting prior to CiderCon.

Michelle did note that Hopin has networking capabilities, so maybe we could break up the attendees into their respective regions for a regional meeting. Brooke noted that it would be helpful to have regional meetings to see the state of the industry both locally and nationally.

Meeting adjourned.