

American Cider Association

Board of Directors Meeting Minutes
Wednesday, September 23rd 2020

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

Call to Order

Paul called the meeting to order. Regarding the minutes from July, Nicole notes that it should have been made clear that it was a vote on monthly emails with an option to join the mailing list. Talia moves to approve the minutes with that change. Talia seconds. July minutes approved.

Membership Report

Michelle gave the membership report. CiderCon registration and CCP on demand training are opening soon. Membership renewals typically happen in Q3 and Q4, which will generate more income. We have 268 voting members, meaning our membership is growing.

CiderCon

Michelle has been working with the Hilton on the 2021 conference and planning an in-person show until we hear differently from them.

Cider Culture

During CiderCon 2020, Cider Culture offered to become partners with American Cider Association. David suggests we have a board member or member of the marketing committee looking over the weekly articles prior to publishing. Talia and Brooke will help out. Ben, Talia, David and Brooke will look over the contract. David moves to vote via email after further contract review. Ben seconds. Motion carries.

New Business

Elections and awards. The election succession is as follows:

Term Ends in 2021

- Ryan Burk (Large)
- Sam Fitz (At Large)
- Brooke Glover (At Large)

Term Ends in 2022

- Paul Vander Heide (At Large)
- David Thornton (Southern Chair)
- Eleanor Leger (Eastern Chair)
- Ben Calvi (Large)

Term Ends in 2023

- Talia Haykin (Mountain West)
- John Beherns (Midwest)
- Marcus Robert (Northwest)
- Nicole Todd (Pacific Coast)
- Philippe Bishop (At Large)
- Dave Takush (Large)

For CiderCon 2021, Michelle proposed awards for only Member of the Year and Significant Contribution to the Cider Industry. She is looking to develop a digital award, rather than a physical award. She noted it would also be a nice tie-in with Cider Culture and being able to feature digital award winners on the winner's website and email signatures.

Strategic Planning

Michelle is forming a data insights committee. Farrell may take part. Congressional and TTB remain at the top of our priorities. Ben Calvi - Regarding (1.i. Permanently reduce federal excise taxes on cider and fruit wine)

Is our goal to have parity with cider and fruit wine tax? Or just to support the expanded small producers tax credit on fruit wines (fruit ciders). It sounds like membership is split on this. Michelle noted there are a lot of labeling issues, including harvest dates. Also needed – compliance track at CiderCon. Michelle will circle back with the planning committee. Any other thoughts, please send to her.

Board Meeting updates

Michelle and Paul released a schedule of proposed board meetings. David moves to approve, knowing we can always add a meeting if needed. Philippe seconds. Motion carries. From 12 meetings a year down to 8. Maybe look at bylaws to see how we address in-person meetings. Make sure other provisions are listed.

Program updates

On demand training for Level One will launch soon. Michelle is trying to get new members for lexicon and government affairs committee.

The next meeting will be held in November.

Meeting adjourned.