

Minutes for NYCA Board Meeting  
February 8, 2019

In attendance:

Christine Sisler  
Ian Merwin  
Jonathan Oakes  
Elizabeth Ryan  
Jenn Smith  
Dan Wilson  
Jacob Lagoner

Unable to attend:

David DeFisher  
Karl duHoffmann  
Sara Grady

Meeting commenced at 8:05 a.m.

1. Treasurer's Report

- While we await a \$58K reimbursement from New York State for the work we did to produce and promote a successful Cider Week WNY, NYCA is having cash flow issues.
- We need to collect \$12K in order to complete our branding project (which is also covered by a grant, and reimbursable), and would like to have this funding no later than end of week 2/11, so that we can present the brand at our annual general meeting (and submit for reimbursement.)
- The Board voted to agree that asking members, especially those from families that have well established farms and that leverage cider operations as an additional, rather than a primary, business channel, for support. Verbal commitment was given by LynOaken/Steampunk and Lagoner/Embark at the meeting, and by Defisher/Rootstock in a subsequent call, for \$2K each. Other targets include RJO, Soons/Orchard Hill, Doc's/Warwick, Wolffer, and Pennings
- Strategy is to ask for a sponsorship (benefits below) but accept a loan if sponsorship is undesirable.
  - Benefits include...featuring (your cidery, your other businesses) as lead sponsors on the NYCA site, and on Cider Week WNY and NYC marketing materials, including placement of your logos on Cider Week website pages and printed materials, a dedicated feature in our consumer newsletter for Cider Week NYC, and a 24-hour instagram takeover in the lead up to the Cider Week festival of your choice.

2. Marketing Committee Update

- Working on deal memo with Rachel Freier to take on Cider Week production responsibilities

- Topic for consideration at AGM - inclusion of Guest Cider Regions in Cider Week NYC
  - Decision to include makers from other NY regions in “Monks and Makers” event during Cider Week FLX
  - Opportunity to go in on collective print run of “Destination Ciders” map for Cider Week HV; will gauge members in coming week.
  - New York Cider competition live and accepting entries through mid-April
3. AGM Update
- Current agenda includes:
    - Presentation on Brand Identity
    - Presentation on Brand Protection
    - Presentation on Dryness
    - Presentation on link between YAN analysis and improved cider making
    - Debate and vote: on Guest Region inclusion in Cider Week
    - Board elections
    - Peck Lab updates
    - Workshop on Northeastern Conference Session Wishes
    - Board meeting (Directors only)
4. Legislation Committee Update
- USACM attorney Marc Sorini suggested that framing our D2C bill as necessary to address an atmosphere of unfair competition for cider makers in NY as compared to cider makers from e.g. Oregon has potential, and recommended we reach out to Epstein, Cohen, Seif & Porter, who handled the Granholm case on a contingency basis, to gauge their interest in/thoughts on our case.
  - Met with senior staff for new Ag Committee chairs in Assembly (Lupardo) and Senate (Metzger), submitted letter on behalf of NYCA, NYSBG and NYSDG asking for \$150K each in marketing support through Ag & Markets as a part of next year’s budget.
5. New Business
- Jenn working with Karl to plan a proper send off for Sara Grady
  - Board voted unanimously to add Glynwood Ex Officio position to Board, to be filled by Megan Larmer at present
  - We have two candidate for two open Board seats - Steve Pennings, Natalie Barris
  - Christine looking into ways to honor Chris Gerling at AGM
  - Cornell Hard Cider PWT invited Jenn to assume role as Co-Chair

Meeting concluded at 9:50 a.m.