

Minutes for NYCA Board Meeting

March 20, 2017

Approved unanimously at 5/1/17 Board Meeting

In attendance:

David DeFisher, President

Karl duHoffmann

Sara Grady

Jacob Lagoner

Ian Merwin

Jonathan Oakes

Jenn Smith, ED

Dan Wilson, Vice President

Invited but unable to attend:

Scott Donovan

Elizabeth Ryan

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Meeting commenced 9:04 a.m. by DDF

9:00 - 11:00 a.m.

- Roll call
- Unanimous approval of 2/14/17 and 2/28/17 Board Meeting Minutes
- Treasurer's Report
- Research Committee Report
 - Dryness
 - IM following up on conversation had at meeting, exchanging papers w/ Chris Gehrling, Andrew Lee (leading expert on tannins)
 - Identifying thresholds on ppm
 - Cornell (AK Mansfield) eager to investigate - could provide some incentives for further reaching research in wine
 - Style definitions would complicate matter, learn from NWCA stalled project
 - Tension between subjective and objective definitions
 - Set ourselves as authority/gold standard, assert ownership of scale, elevating reputation of NY Scale and by extension NY Cider, pushes industry forward
 - Move quickly, be realistic in expectations of adoption/pushback
 - May need to consider need for regulatory organization, trademark the scale, require that makers use the assay, enforce when it is abused
 - JBS to talk with Jim Tresize and Dan Berger - how does IRF enforce usage?

- Marketing Committee Report
 - Selection of cider producers for May 24 “Taste NY Gala”
 - WNY Embark Craft Cider Works
 - FLX South Hill Cider
 - FLX Eve's Cidery
 - HV Orchard Hill Cider Mill
 - *HV Slyboro Cidery*
 - HV Aaron Burr Cidery
 - HV/NYC Brooklyn Cider House
 - NYC Descendant Cider
 - ESD's “Craft Beverage Week” progress - September, questionnaire for self-elected participation shared last week
 - Communications Update
 - Press Release out, Morning Ag Clips picked up
 - Core Report column
- Compliance and Legislation
 - Restriction on shipping cider from NYS:
 - SLA: Only wineries and farm wineries can direct ship
 - Wineries/farm wineries can only ship product that is marketed (brand label approved and price posted) as wine
 - Products that are marketed (brand label approved and price posted) as cider cannot be direct shipped
 - What does our attorney say? JBS to ask
 - Would there be pushback from wine industry if Cider pushed back on legislation? JBS to ask JT
 - Tension between distributors and wineries, not between
 - Matter of survival - if they can't do it they will go out of business because of the failure of the three tier system to serve cider makers, hamstringing producers
- Association Development
 - ED meeting with Ag Committee Chairs Monday, March 20
- New Business
 - JO met with Jason Woodward, Board President NYAA, invite us to Lake Placid meeting (June?) and recognized that they need to involve us in conversation about how to bring cider into the fold
 - DDF and Ian at CCECBC
- Old Business

Meeting adjourned 10:14 by DDF