

August 21st, 2017

In attendance:

David DeFisher, President

Scott Donovan, Treasurer

Sara Grady

Jacob Lagoner

Ian Merwin

Jonathan Oakes

Elizabeth Ryan

Jenn Smith, ED

Dan Wilson, Vice President

Invited but unable to attend:

Karl duHoffmann

Call commenced at 9:05 .a.m

9:00 - 11:00 a.m.

- Roll call
- 7/24/17 Board Meeting Minutes approved unanimously
- Treasurer's Report (see Appendix A)
  - Plan to present more detailed expenses at next board meeting
  - Seeking a debit or
- Development Update
  - Pat Hooker conversation
  - Market New York Grants - submitted July 28
  - NYAA ask for \$100K at meeting in November
  - Angry Orchard - creating their own strategic plan and inviting Glynwood and NYCA to contribute ideas
- USACM Board Meeting Updates - Dan
  - 25% of cideries in US participate
  - Gap between # of cideries and # USACM members in NY
  - Lexicon project - GLINTCAP language and styles, descriptive language less evaluating language. Important for CCP process.
    - Modern cider - dessert fruit
    - Heritage cider - european, heirloom, tannic fruit
    - Specialty cider - adjuncts, barrel aging
  - *Michelle and Bruce contacted Ben Watson for roundtable/dinner at Cider Days*
  - Dryness scale - agreement that this would be a great value to membership. Resistance to it being More powerful for this tool to have universal adoption crafting a title that indicates. Financing?

- Ryan Juice - can deliver full strength juice to NYS for \$1.60 gallon - waste product he gets for free - creates urgency for our products, and need for vigilance in
  - standards, list of processors
  - Something coming, these are the issues, moving target, but be aware
- Marketing Committee Report
  - Farm Day
  - Cider Week FLX
  - Cider Week NYC
- Report on Grower Meet Ups at LynnOaken/Steampunk and DeFisher/Rootstock
- New Business
- Old Business

Elizabeth attended Apple Camp, Maine, led by Maine Apple Conservancy, historic and foraged fruit, Tom Chao from Apple Repository - small scale cider making, pulling apples from old farmsteads - 50 - 300 gallons - spreading fast seed savers apple collection 7 volume set ala fruits of NY catalogues 1500 historic varieties Dan Bussey 70 people very serious practitioners Washington state lewis and clark  
Call adjourned at 10:44 a.m.

## Appendix A

### New York Cider Association Treasurer's Report August 21, 2017

The New York Cider Association is a New York Non-Profit Corporation organized to operate under the Internal Revenue Service Code Section 501(c) 6. We are a cash basis organization with a Calendar year end.

The Finance Committee Is comprised of:

- Scott Donovan, BlackBird Cider Works,
- Elizabeth Ryan, Hudson Valley Farmhouse Cidery

#### **Update on Organization Funds:**

Balance on 8/21/2017	\$50,857.87
Financial Update 1/1/17 through 6/30/17	
○ Revenue (per bank statement)	\$14,450.14
○ Expenses (per bank statement)	(\$13,129.85)
○ Profit/Loss	\$1320.29
Bank Account Bal. 1/1/17	\$50,461.51
Bank Account Bal. 6/30/17	\$51,781.80
Difference	\$1320.29

## 2017 6 Month Profit Loss Summary per Management Records:

### Revenue (1/1/17 through 6/30/17):

○ Net Membership Dues	\$12,656.24
○ Sponsorships	\$ 1,600
○ Table Fee	\$ 193.90
○ Total Revenue	<b>\$14,450.14</b>

### Expenses: (1/1/17 through 6/30/17):

○ 2017 Annual Meeting	(\$ 2,682.2)
○ Executive Director Fees	(\$ 6,705)
○ Executive Director T&E	(\$ 194)
○ Web Site Development Fees	(\$ 2,703)
○ Tax Preparation	(\$700)
○ Membership Level Refund	(\$145.65)
○ <b>Total Expenses:</b>	<b>(\$13,129.85)</b>
○ <b>Profit</b>	<b>\$1,320.29</b>

The bank statements have been reconciled from January through June with no outstanding issues. All deposit and disbursements January through June have been reconciled to management records with no reconciling items. Will have a mid-year financial statement (January 1, 2017 through June 31 2017) for the next meeting.

- Expenses are tracking to budget, membership revenue is YTD is \$7850. There are 15 cideries that have not renewed (\$6850 in membership revenue)
- We are presently working with TD Bank to get a debit card for the Executive Director. The card will have a \$4000 limit.
- NYCA Federal tax return was prepared and filed in May. There are no taxes due as the organization has a Federal Tax Exempt status. A copy of the 2015 Internal Revenue Service's Determination Letter declaring the New York Cider Association as tax exempt is on file with the Treasurer and our CPA.