

Agenda for NYCA Board Meeting

December 4, 2017

Conference call, Conference No: 585-632-4377 PIN: 19821

In attendance:

David DeFisher, President
Scott Donovan, Treasurer
Sara Grady
Jacob Lagoner
Ian Merwin
Jonathan Oakes
Elizabeth Ryan
Dan Wilson, Vice President
Jenn Smith, ED

Invited but unable to attend:

Karl duHoffmann

Call commenced at 9:06 a.m.

- Roll call
- 11/13 Board Meeting Minutes approved unanimously
- Treasurer's Report
 - Appx \$35K in account now, with Nov - Dec P&L will end at appx \$45K
- Research Committee
 - Dryness Scale Progress and Plans (PDF attachment)
 - JO - are ratios when acid is aggressively high
 - Basic framework, as we get more research on how do you measure tannins, can adapt has to be a scale that is simple
 - TTB - cider makers would have other criteria that they want to change, so if redesign is occurring, jump on
 - If we are going to have the Co2 concentration
 - Align with other label needs
 - Validation - RS/TA is fixed, basic 4 sections on graph
 - Nominal not ordinal
 - Why do we need to do this
 - IRF model, coincidence with Riesling category growth
 - Design a panel and receive a report that anchors
 - Standard that works as a marketing tool, more universal, more useful
 - Under 2 atmosphere - above is going to have an impact
 - Carbonation - can of worms
- Marketing Committee
 - CWNYC Dates: Proposing Thurs November 1 - Sun November 12, putting to member vote
 - Given that we want the best festival for cider and our members

- Given that October is a conflict for most of our growers
- Given that later in November is perhaps a poor choice due to proximity to thanksgiving
- It could be that nov 1 thru 11 is natural best option.
- Given that we could do a launch event Thursday nov 1 before Cider Days. And people can still participate in both Cider Week and Cider Days events by focusing events in second weekend. I propose that we do nov 1-11 as cider week. 10 days festival.
- Cider Days dates being November 3 and 4
- 2018 Planning and Proposed Operating Budget (excel spreadsheet attachment)
 - Unanimously agreed to revisit when we have a clearer sense of revenue; provisionally approved cidercon expenses and ED retainer
- Feedback on New York State Grown & Certified Opportunity
- New Business
 - Addressing Joint Ag committee at 12/12 hearing
- Old Business

Meeting concluded at 11:05