Minutes

Present: Nick Kosko, Andrew Chisholm, Sue Folsom, Dave Kemp, Chris Olson, Darrell Fisk,

Meeting called to order at 7:20pm

**Promotion of Marketplace** - Nick said the information he got from the other states Fall in Love with Maple campaigns were not as good as they hoped. At best some had 1/3 of a usual turnout as Maple Weekend. New York had 55 people participate but most who did it want to continue with a fall event.

The members who signed up for the NHMPA web listing for the Marketplace Promotion are totaling 26 as of today. Our radio and social media promotions for the holidays will start running the week of Nov. 16th. Hopefully more will sign up for the holidays.

**Minutes from 9/13/20 –** Dave called for a motion if there were no corrections or additions. Motion made by Andrew Chisholm. Darrell Fisk seconded. All in voted in favor; Dave Kemp, Darrell Fisk, Chris Olson, Sue Folsom, Andrew Chisholm.

**Fairs 2021** –Barriers at Big E may be needed. Dave commented we are likely still in limbo come fair season. Many were agreed in the prospect that the fall may not see normalcy and we’ll have to plan along those lines. Discussion was held about whether we should we promote the States Seal of Quality Program as a qualifying factor for selling at fairs. Darrell commented he thought that was a good idea. Chris asked how it would be governed. Sue commented that less than 1/3 of our members have this certification. Some of that has to do with inspections having to be done during Dept of Ag working hours. Nick said he had approached Jennifer Gornnert at the Dept of Agriculture about this and she was in favor of a joint effort to promote this program. Dave suggested reaching out to them and perhaps host a virtual meeting or work with the Department on what we can do to engage with our membership.

Dave asked the group if they thought we should require the Seal of Quality membership as a condition of selling syrup at our NH Sate Fairs. Darrell Fisk made a motion to make that a requirement. Sue Folsom seconded the motion. All voted in favor, Dave Kemp, Sue Folsom, Andrew Chisholm, Chris Olson, Darrell Fisk.

**Memorial Tree at Big E** – Darrell thought with the passing of Skip Cilley who’d served at the Big E for 27 years straight, as well as all the other members who’ve served like Gowans, Clarks and others that a memorial tree to honor them would be an appropriate tribute. He reached out to Gail McWilliam Jellie and she said there was a spot where a crab apple tree had died that we could use to plant a maple tree. Darrell suggested having donations as a possibility. Nick thought that maybe Eversource might have a willingness to help with the logistics. He’ll check into that and the Board agreed.

**Tucker Mtn Challenge** – this is normally part of the budget and Debbi Cox has asked if we will fund the program again this year. We talked about this at our last meeting and the consensus was we felt it would be no problem for 2021. Has Debbi got some statistics/metrics to give us relative to the program success. How many schools are new vs returning, how many kids engaged annually? How is the NHMPA mentioned relative to the prize money. Sue will reach out to Debbi.

**Tax status change 501c6 vs 501c3** – Sue got a reply letter from a law firm referral about changing our tax status. They reviewed our Association information and said we should consider doing two things. First is to change our Articles of Agreement with the Secretary of State as far as our charitable/educational purpose and change Article III to limit use of Association funds in case of dissolution to be exclusively for exempt purposes instead of being distributed directly to the members. We’d also have to submit an IRS Form 1023 which is somewhat involved and recommended doing that prior to hiring the law firm. Their fee agreement for services would be $4,000.00. Any financial records work with the accounting firm would be over and above that. But having the 501c3 would open doors for grant funds and donations that are not currently available to us for education of our members and member payments for dues would become tax deductible.

**Annual meeting in person** – Much discussion was had over how we could manage this in January. Can we do it virtually? There could be issues over whether the Common Man could adequately socially distance folks who chose to physically attend. And currently cases of the Covid virus are rising. Sue commented that many groups are postponing meetings until Spring and Summer. Andy thought postponing until May would be a good option. Andy Chisholm made a motion to postpone the annual meeting to a date to be determined in May. Seconded by Darrell Fisk. All voted in favor, Andrew Chisholm, Darrell Fisk, Chris Olson, Sue Folsom, Dave Kemp

**Regional meetings in person** – Dave posed the question of how we should hold the regional meetings. Darrell thought some have so few in attendance that social distancing might not be an issue. But what topics would be discussed without the annual meeting recap to discuss. Various thoughts were discussed about possibilities of what we can do to get information out.

**Elections of new directors** – Dave charged everyone present to find a viable candidate to fill a vacant directors’ position. It’s up to us to reach out to people who might be willing to step up. Chris agreed that that was a great ask.

**Other business** – Containers - Darrell said he spoke to Ben Fisk and there is some interest from him about participating in a royalty program involving candy boxes and possibly glass containers since the board had said at the last meeting, we didn’t think we had the money to expand our inventory selections at this time. Would we do it on a contract basis; possibly make up a contract of what we (NHMPA) expect as a certain percentage; how do royalty programs work. The logistics of distribution is always an issue and how the cost structure would work needs a lot of investigation. At this time there is still a lot of background research needed before any further actions would be considered.

Dave asked if we had an update on FW Webb as a dealer. Sue indicated they’ve gotten deliveries and been invoiced but won’t return Bills calls. But their invoices aren’t due yet.

Dave reported on the Maple Museum. On Sept. 25th we had a work detail at the Rocks Estate to move the remainder of the Museum collection from the storage barn to the museum building and pole barn on site. Volunteers were Lucien Blais, Brian & Sue Folsom, Dave & Edie Kemp, Nigel Manly plus 3 staff, Mike Moore, Mark Thompson and Brad Presby, who also provided equipment for the move. He gave heartfelt thanks to everyone and know Nigel was very grateful to have the old barn space back for their own use. We won’t have a rental fee for the barn any longer and we are waiting to hear about a stipend or fee for some of the space being used in the pole barn. It would be nice to have an active museum board so that the artifacts could be better utilized for education.

Motion to adjourn meeting was made by Dave Kemp. Seconded by Darrell Fisk. All voted in favor. Meeting adjourned 9:19pm