Approved NHMPA Board of Directors Minutes 1/14/21

Dave called the meeting to order at 7:17pm via Zoom

**Brenda Noiseux** - **Promotion for Spring Sugar Season** – we asked Brenda about helping with the Spring promotion now that she’s taken a new position. She wants to know what we want to promote. And what’s the NHMPA liability if they promote the season vs the individual, independent producers who choose to open. Lots of discussion was had around how businesses in general and sugarhouse have been operating this past year. There is a level of awareness on how to open with Covid procedures in place we didn’t have last spring. Dave brought up our ability to fund a promotion would be curtailed due to having no added revenues to support it from the fairs last fall. Brenda detailed how she normally handles our Social Media marketing. This year should be more of an awareness campaign to promote the sugaring season and promoting supporting local businesses. Chris suggested a line like “stimulate local businesses by supporting your local sugarhouse”. Brenda will work with us on developing a plan. Motion was made by Dave Kemp for us to “promote a Maple Month and the public can reach out to individual producers for their guidelines”.

**Tucker Mtn Challenge –** Sue had updated information from Debbi Cox since we’d asked about getting metrics from her about the program.She currently has 8 applications; 5 are repeats and 3 are new this year. Last year they had 14 that reached 1,500 kids. They have applications in for their equipment grants already. They started a new program last year called the Peterson Project which mirrors the Felker program except it’s open to schools and small groups. It would give schools an option besides the Tucker Mtn challenge. Schools do have issues with local regulations, staff retention to keep programs going. Some schools fundraise to support their programs but not all can. Some issues center on the demand on teachers to run the programs. We will be supporting the program for 2021.

**Minutes from 10/25/20** – Dave asked if everyone had read their minutes sent to them. Darrell made a motion to “accept the minutes as written”. Seconded by Andy. Approved by unanimous vote. Dave, Andy, Chris, Darrell and Sue.

**New Board Candidates** - Dave introduced the two new candidates; Alisha Powell and Charlie Hunt. Their bio information was sent to the current board members to review. Darrell made a motion to accept Charlie Hunt and Alisha Powell to the Board of Directors. Sue Folsom seconded the motion. The motion was approved unanimously. Dave congratulated them both and thanked them for their willingness to serve.

**Seal of Quality** – Sue explained the need for a new date for Dept of Ag presentation because anything the State would use to host must constrained to State employees. Additionally, she noted that she would need to figure out the hosting requirements because she didn’t know what they would be using Zoom and would need time to prepare. It was also suggested to get preregistrations to the meeting to be sure there was interest. Additionally, Shane said he could also provide us with a PowerPoint to post on our website for those who can’t join the Zoom presentation. Chris Olsen offered to use his Zoom license to host it for us since he is very skilled with Zoom. So he will take on that task. Discussion was had about what if anything about Seal of Quality should be added to our website. Will all members who want to sign up for the program be able to do that this year with an inspection. Need to follow up with Shane on this question. And will the State allow the presentation to be posted on the site.

**Memorial Tree at Big E** –Darrell didn’t have anything new about an update. Nick was going to ask Eversource about a tree for the memorial and forgot but will do that soon. What will be the funding source for paying for the tree? Could we get donation from Eversource, or members and Chris said he’d be happy to donate and others were willing to. We will do it since Nick thought the overall cost would be roughly $500.

**Tax status change 501c6 vs 501c3** – Dave asked Sue to fill everyone in on what she found. She recapped that we had a referral from a law firm that told us what we might have to change with by laws and IRS status and the quote from the law form for their part would be roughly $4000. This would not include any of the financial reporting for the IRS piece though. Additional costs would be incurred from the accounting firm for that. The accounting firm said they weren’t sure what forms for the IRS would be required and needed more specifics on that.

Darrell asked if anyone new a lawyer we could reach out to for another point of view. Chris said he knew a couple attorneys in Portsmouth he could reach out to see if they had other ideas or suggestions.

**Dues signups and member cards –** Website reminders seemed to get memberships in. There are roughly 120 members renewed so far. A lot sign up at Sunnyside Maples. Chris asked about NHMPA signs. Sunnyside may have about 10 left.

**Website –** Sue asked about a policy we started last year about making unpaid dues members inactive on the website. Does the rest of the Board agree? Also, should we make a listing on the dealers’ link include which NHMPA containers they can get? Ie. Jugs, cream tubs, candy boxes, sugar labels. Sue asked if anyone had photos of the items so we could add those to.

**Financial update/draft budget –** TD bank on deposit 126, 893.22 as of Dec 31st and we have roughly 25K in open receivables due. So we are fairly stable financially so far. Any comments about the budget are welcome but we don’t have last years’ actuals yet from the accounting firm. No comments from the board.

**Nick Kosko –** Nick said he would have to take a greatly reduced role as there are family needs that are taking priority. He encouraged everyone to try and recruit more board members. He said he’s just a phone call away. He’s enjoyed working with us all. Dave, Sue, Chris, Andy and Darrell extended their heartfelt thanks for all his support to the NHMPA and the Board.

**Dave asked about meetings** - our annual meeting is scheduled for May22nd but should we wait until June or July and combine the summer meeting with it? Sue said she thought that might not be the best thing. Nick commented we have to have the Annual as a business meeting to do any official voting.

**Email to members** – Sue thought there was stuff to share, Zoom meeting and Dues renewals. Do we continue to mail the Gathering Tank to folks with an email? Mailings were sent out to those still listed wanting a copy through the mail. Also, our distribution list in Mailchimp is over 500 members. But we only have 329 members. So why are we allowing non-paying members to get those emails? Can I update the distribution list? It was agreed Sue could review the list and update it.

Sue made a motion to adjorn. Dave seconded it. All voted in favor. 9:02pm meeting was adjorned.