

NHMPA Meeting Minutes – Meeting for Fair Planning, July 15 2021

In Attendance: Dave Kemp, Bud Taylor, Darrell Fisk, Susan Folsom, Nick Kosko, Alisha Powell joined later.

Unable to transcribe minutes from the beginning of the meeting; Zoom recording is archived/available on request if needed.

Discussion regarding budget:

- how are we handling samples for fairs: Darrell talked to Gail McWilliams Jellie; ok to have samples per usual. She also mentioned that attendance at these events will be good or even record setting.
- Will we have a maple drink of some kind for sale? Maple Lemonade was done by Ben's last summer, was a good seller. Another idea from Darrell is Maple Switchel. Maple milk? That is already sold by the dairy booth at the Big E.
- Bud will work on budget for this event.
- Bud has a call out to Shane from NH Dept Ag. Nick suggests to reach out to Jennifer directly, she is usually in the office.
- Will need a food safety person to address those issues.
- Products: Cotton Candy, Ice cream, maple nuts, maple syrup
- Problems with the drainage in the booth at the Big E.
- Goal for the booth per Bud: 4 people at the booth all the time. Sue says we have two ipad set ups for check out at the booth.
- sell hats because we have a lot of them.
- Maple cream
- do we need to set prices tonight? Darrell would set prices based on researching the average prices.
- Darrell and Bud discussed some info re: pricing, samples, business models, etc.
- Budget: 39,500; Bud is going to work on figuring out what to do with that budget to make the fairs successful.
- We are going to advertise the position for manager for this effort.
- For Big E, it was typically \$100/day per shift
- Discussion regarding incentives, bonuses for encouraging sales
- Where do we stand on the maple tree? Memorial tree for past producers. May have been dropped due to covid. We need to get a tree and get it planted down there.
- Bud plans to talk to local hotels, La Quinta etc to determine where the best option would be for local accommodations.
- Bud will need to talk with Darrell next week to discuss arrangements.

Meeting adjourned at 8:05pm.