



July 8, 2021 NHMPA Monthly Meeting

Present: Sue Folsom, Dave Kemp, Andrew Chisholm, Darrell Fisk, Charles Hunt, Bud Taylor, Andrew Mattiace

Joined Zoom later: Alisha Powell (7:20 pm)

Absent: Chris Olsen, Doug Byam

Dave calls meeting to order at just after 7pm

He asks if there are any prior meeting minutes to approve; at this time they have not been finalized and will be presented at an upcoming meeting, Sue advises.

Agenda Topics:

1. Labels for cream jars:

What company should we use? Discussion regarding various companies who provide maple labels. Darrell can ask who they use at Ben's. Sue suggests that we need to be sure to try to get the best pricing possible. Andrew asks how many labels we need. He is familiar with Amherst Label; discount starts at 3K labels, discount even better at 5K labels. Bud has familiarity with Creative labels of Vermont, with discounts starting around 1K labels. Sue notes that we sell only a few cases of these containers each year; not that many. At this point, we are really just concerned with the need for these for fairs. Last fair sales in 2019 were discussed, Darrell and Sue tried to find in their records how many units were sold. Sue says there were 238 8 oz sold, and approx. 60 one-pounders sold. Bud advises he can discuss with CLOV.

2. Policy Regarding sharing Membership emails: Recent request to share emails with maple digest.

When Maple Digest sends out little bits of information, and we often add those to the gathering tank. They would like to be able to email our membership directly. Do we want to share email list with maple digest? Bud advises he has been through this before in his own business dealings. He was told they had to have consent to do that. There is an implicit understanding that we have an obligation to ask people to give out their email addresses. We can't give them to Peter Gregg or anyone else, no matter what the intentions are. It is "intellectual property" that we can not share. He has found this out in the past. Andrew C. agrees with this. We would have to get consent from the members to share their emails in the future. Bud makes a motion to not share the email addresses. Dave agrees it is not a good idea to make a change

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to our current policy which is to not share emails. Andrew M. seconds the motion as long as it is to “table” the request. All in favor. None opposed.

3. a. NH Eats local month:

Sue shared that the location was changed from Polly’s with Fullers; to Brew Pub in North Woodstock with Fadden’s Maple Syrup. There wasn’t a great explanation for this other than to say that they are using the Polly’s event for politicians only. Polly’s didn’t want to lose their usual business. Then it was determined that if we wanted to we could pre-record something to be shared but they don’t need anyone in person. Ultimately they want us to do the online sharing about the event with email blasts and whatnot. Discussion re: Should we provide a recording? Consensus is no.

3b.Cookbooks:

Didn’t we vote to get another round of cookbooks printed?

We decided we should query the membership about whether to have another round of cookbooks printed. We got one response from the Moore’s at Windswept—They do sell them. They have them year-round. She thought it would be nice to have a more visually attractive book with photos. If we go with a new design, could we ask local chefs for maple recipes to contribute. Andrew C notes he is surprised at the low number of cookbooks that we sell. He is thinking of doing a cookbook with a friend, Chris Hicks. Make a new cookbook with membership-submitted recipes, and for submission you get an ad in it. Sort of like a high school yearbook. Ads from various sugarhouses. More of an “about us” as NH. We discussed the price point and current sales. Bud states to encourage competition, we could offer the top three free ads. Could we sell the NHMPA Cookbooks or other products there? Andrew C. knows Roger from Just Maple who sells syrup at the Common Man, he could approach him about possibly selling cookbooks there.

Andrew M. asked what would it take to go through that process? Bud suggests to have the marketing subcommittee handle the development. Sue states that the printing company is aware that we are working on deciding about a new cookbook vs. ordering the old one.

4. Updated Social Media Plan:

Sue gives an update from Morning Ag Clips re: their social media activity for the next few months. We now have no need to go to NH Eats Local event. They are going to do biweekly posts, weekly emails, and try to encourage membership to do some of their own posts.



They are willing to come to summer meeting, not sure what the cost of them coming will be, but it is likely worthwhile. Discussion was then had around the September Newsletter with the idea to have a feature about Bud and the work he does for veterans. Bud thinks it would be best to feature the veterans, rather than himself. He described his program and how he works with veterans. Bud will work on this. Sue also notes that the prior Meeting Minutes have been updated to the website. Meeting dates are being posted to the website so that members can be made aware ahead of time. This is the time of year the \$5 per member is paid in dues to the Maple Museum.

5. Annual Meeting, Shaker Village Tour Options

Sue reached out to Leslie at the Shaker Village. We expect more than 40 people, so we will need two outdoor tours. She said that's fine. Sue will be taking a ride up there to look around to get an idea of the space.

Dave discussed speakers. Mark Giselhart is unable to do it. Suggestion of Josh Lilly; they are doing the maple grading school. He will continue to try to pursue that.

6. Committee Assignments:

We need each member of the board to take something on. Board members each volunteered for the following subcommittees:

(budget, audit & finance) -Bud, Andrew M, Sue

(containers) Bill, Darrell

(education and mentoring) -Bud, Alisha, Andy C

(promotion) Andy C, Alisha, Andrew M---(Andrew M later withdrew after the meeting conclusion)

(sales & fairs)- Bud, Andrew M, Darrell—(Andrew M later withdrew after the meeting conclusion)

Promotion committee should take on dealing with MAC, making sure that we keep in mind the pricing. Probably best to have just one person deal with them directly. Discussion regarding Board communications. Should we institute a policy regarding our emails? Should we reply all to all email communications? Continue to include pertinent parties on email communications.

*Add on item: trailer needs to be relocated. There are promotional materials in there. Will work on relocation the trailer.

7. Fairs:

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Darrell says that we are signed up for The Big E. There is a whole other layer related to Covid regarding The Big E. Regulations, requirements for food vendors, etc.

Darrell can forward the email to the fair subcommittee

Deerfield Fair is Oct 1-4. We talked about Hopkinton –one individual member took that over a few years ago.

Overall work that needs to be done:

- a. manager contract updates
- b. member sales agreement forms with terms and conditions of supplying items
- c. labor and training
- d. educational features for Deerfield; contacting Deerfield Fair about an agreement for the NHMPA for 2021
- e. banking arrangements for Big E in Springfield, pricing of products, outreach to former participants, contact NH Ag about current Seal of Quality members.
- f. Everything to go through the Square register so that everything gets run through that for sales

Discussion regarding how in the past we used a bank in Mass (Westfield bank) that charged large fees and it was very difficult to get that account closed. To be able to do banking with Big E will need to set something up with TD Bank to use for deposits. Darrell would like to manage, but he has been very busy and isn't going to be able to manage it. He won't be able to go for the duration of the fair. Plan is for the fair subcommittee to hash out these details separately.

8. Add on: UVM webinars – Open to NH Sugar Makers, July to October. Email to be forwarded to the group for everyone's information.

Wrap up: Any other feedback: Andrew M. brought up he is doing a barn raising party next weekend, invited members to participate.

Next meeting planned for August 5.

Motion to adjourn by Bud.

Seconded by Sue.

Meeting Adjourned @ 8:35pm

Meeting Minutes Transcribed By Alisha A. Powell, Secretary.

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