



NHMPA August 5th, 2021 Monthly Meeting Minutes 7pm via Zoom

Members Present: Dave Kemp, Andrew Chisholm, Sue Folsom, Alisha Powell, Bud Taylor, Andrew Mattiace, Darrell Fisk, Charles Hunt; Chris Olsen present for a portion of the meeting via phone call in.

Members Absent: Doug Byam

Meeting called to order at 7:07pm by Dave Kemp

1. Approval of Prior Meeting Minutes/Upcoming Meeting Dates
 - a. June 15 by Sue. No errors or omissions. Sue makes motion to accept minutes as printed, seconded by Andrew C. All in favor, none opposed.
 - b. July 8 by Alisha. No errors or omissions. Andrew M. makes motion to accept minutes as printed, seconded by Sue; all in favor, none opposed.
 - c. July 15 by Alisha- Still outstanding, will submit at the next meeting.
 - d. August 2 by Alisha—Will need to update minutes to reflect that it was just an executive board meeting; will update for next meeting.
 - e. Change Sept meeting date? Currently scheduled for 9/7; possible switch to Weds 9/1, Thurs 9/2. We need to switch so that Sue F. is able to attend. All board members are fine with switch. Will change the date to *September 1*.

2. Financial Update: Quarter 2 reports review with Sue.

Sue shares P&Ls through June 30. Gross profit was \$31,496.90. Expenses were \$34,830.12; -\$3,333.22. We are significantly down in container sales at this time. There have been sales in the month of July so we expect this to improve. We had unexpected income of roughly \$9150.00 due to FW Webb having found an unpaid check that had never been cashed many years ago. They reissued this to us. We now have receivables getting paid and sales are picking up, so the next quarter should be better. We have roughly 30K of receivables at this time, but that is not all profit. Andrew C. asks what did Morning Ag Clips (MAC) get paid last quarter? Sue says we paid about \$5400 for March/April/May. Some of that was relative to work they did on the specialty crop block grant proposal. There were quite a few hours involved with that. Darrell moved to accept report as presented. All in favor.

3. Cookbook Update from Andrew C.



No new information for now, there have been no decisions made. He did discuss this idea with MAC and will tie this in during the subcommittee report. Dave can provide the name of a person in Jaffrey who did one for their fire department if it would be helpful. They will be in touch about that. Sue had contacted the prior company we used for the last cookbook and they would be happy to work with us. Everything needs to come to them in pdf file format. Sue will provide their info to Andrew C.

4. Annual Summer Meeting at Shaker Village planned for 8/14/21: Updates from Sue
Sue reports we only have 15 people registered. She is hoping we will get more interest. A few board members who have tried to register and have had trouble with finalizing their registrations online. Bud, Andrew C, and Andrew M all asked Sue to sign them up to go. Josh Lilly from University of Maine has agreed to be a presenter first thing in the morning. He has taken the place of extension person for the University of Maine. Sue has seen the facility and it is a great space.
5. Trailer Relocation: The trailer was relocated to Jaffrey. Bud is storing, cleaning and inventorying it. Sue is working on registering it. Bud believes we can take the registration from the envelope in the trailer to the town clerk in Jaffrey and they should be able to get it registered. It has to be registered in August. Darrell is planning to come over and look at it with Bud.
6. NH eats local month.
Dave had to write up a quote from the organization. No other new updates about this.
7. Reports/updates from Subcommittees:
 - a. Budget, Audit, Finance: Sue (other subcommittee members are Andrew M, Bud)
We have already discussed this above with Sue's update. Andrew M. is wondering if they need to meet for this subcommittee. They should plan to meet in the fall for budget prep for 2022.
 - b. Containers: Darrell (Bill); Darrell hasn't been able to get in touch with Bill. No new updates on these. Dave believes that container orders seem to be taking place.
 - c. Education/Mentoring: Andrew C for updates on Ag in the Classroom (Alisha, Bud)
 - d. Promotion: Andrew C for updates on meeting with Stephanie, plans for social media promotion & new social media campaign theme (Alisha)



Dave advises that and Bud looked at the trailer; there were some items in there such as shirts, fleeces, etc. Bud is planning to bring some of the items up to the summer meeting. Andrew C. and Alisha are both planning to get into making sure we have up to date NHMPA gear but were holding off for now given everything we have going on with fairs, etc. Black Sheep Design in Portsmouth did the last round and have our designs on file.

Andrew C met with Stephanie from MAC and discussed what they have been doing on the promo side. Andrew noted that they often report IMSI posts, a lot of “Did you know?” posts—boring and not very useful. Andrew brought up the idea of making the promo side of things more personal; theme being “The Face of Maple Production in NH.” Goal would be to feature members and put faces and names to syrup production in NH. Stephanie said NH is the only NE state that isn’t already doing that. We are going to go by regions. We are thinking of featuring Bud’s veteran work with his sugar house first. Dave thinks it’s a great idea, but is concerned about the potential associated cost. Andrew states that the person being interviewed would be done over phone or zoom, and they will submit their own pictures. He thinks the cost can be kept under control. Sue believes that it may be hard to get people to participate because they often don’t even submit photos for the membership directory on the website. Chris asks if it’s an opportunity that we could attach a cost to? Andrew M suggests possibly attaching a cost based on size of maple operation. Alisha is willing to help with interviewing people and gathering information for these posts.

Darrell is also wondering why more people aren’t using the cream containers and candy containers? Are we not doing well enough branding ourselves? Sue believes that not many producers are making candy. Andrew C sold his candy maker last week, because it’s a difficult process. Should we do some promotion work on value added products? Would there be interest in doing classes on cream or candy making?

One thing we are going to have on the interview sheet for the interviews is asking producers to talk about what they make that is unique to them to learn about what value added products are out there.

- e. Sales and Fairs: Bud for general updates on all the work happening for fairs, (Big E and Deerfield) as well as cream labels (Darrell). Alisha to add information regarding Cheshire Fair for the future.
- f. Topic 7e to segue into discussion regarding final decision making regarding which fairs we move forward with participating in this year considering the problem we are facing with labor shortage.



Discussion regarding fair participation started with Bud; he did get a list of all the Seal of Quality producers in the state.

The number one issue for fairs is labor shortages.

Bud has producers who can supply product.

At the Big E, there is a problem with the drainage from the sink there.

Overall, Bud is discouraged that there haven't been any responses for participation.

Andrew M can help some with Deerfield Fair.

Bud noted on the news that cases of Covid are increasing as well.

We are on the threshold of investing in big expenses for the fairs.

Alisha states that it seems that it would be nearly impossible to pull things together for the Big E this year. Doesn't seem like the resources are going to be there to pull it off. Bud is interested to know if what Darrell thinks about this; would Bascom's or someone else get involved as a sublet? The last fair Darrell did was 2019. He had to pull a lot of people in to help, and the hours are long.

Is it possible that the colleges haven't gotten replies because students aren't back?

Bud doesn't think so; there have been views of the posts.

Bud feels that if we can't do it, there could be some damage done with our relationship with the Department of Ag, and there could be future fall out from this.

Darrell states that in the past there was a lot of involvement from the Board of Directors and that seems to be less this year. Alisha had volunteered to help in the first weekend when they are down there; but they can't be there beyond then.

Bud feels that Deerfield seems more attainable.

Dave feels that if we are going to open up discussion about subletting the booth, we need to open up the opportunity to other producers in the state.

There is also a potential issue with conflict of interest with board members and their maple operations.

Darrell discussed his past fair involvement and how he has always tried to be fair with selling all kinds of products from different producers.

Alisha makes a motion to move forward with Deerfield Fair preparations, and cease pursuit of involvement with the Big E this year.

Darrell discusses possibly reaching out to Dave Fuller regarding someone he knows that could possibly help with working at the fair. But that still leaves the staff to be recruited.

Darrell seconds the motion.

Sue asks would this mean we would completely pull out of running it, and the possibility of a sublet?

Bud states that because of paperwork and fees etc, we would need to have a final answer by August 15.



Alisha restates the motion would be to agree to move forward with Deerfield, cease planning for Big E, but to pursue a possible sublet option.

Sue feels we should talk to Gail before making this decision because of the consequences in regard to the our relationship with the Department of Agriculture.

Bud restated the motion made by Alisha. Bud thinks the motion is well stated and would vote for it.

Vote for the motion held by Dave. All in favor. None opposed.

Bud will continue to put his efforts into planning for Deerfield and will pursue a large NH producer to sublet the Big E space. Ben's may be interested. Dave states that we have to do the due diligence to offer the opportunity to anyone in the state. Andrew C suggests putting it out for a bid. Bud says this needs to happen ASAP because the deadline is only 10 days away.

What would be criteria for the bid? A flat fee? A percentage of sales?

Bud feels they would have to comply with the contract we signed. They would need to reimburse us for the fee. The fee is \$2,640 paid for the space; we have already paid half. Andrew C. states if we put it out to bid as a percentage of sales, that would be ideal so that we could still make some revenue from the fair.

Sue will send an email out to the membership. Bud will call Bascom's to discuss. Can someone call Fuller's? Ideally would be looking for someone to bid with 5% of sales to the association. Andrew C will try to call Fuller's tomorrow.

Should we plan another meeting next week? Sunday evening many members could meet; plan for meeting this Sunday evening at 7pm.

Additional items: Sue asks Dave if he has been able to look at the grant paperwork which needs to be suggested. He has looked at it and they will discuss.

Second add on item was in regard to NH Dept of Ag regarding inspectors for fairs. They had reached out to Sue regarding fair inspectors for maple. This was normally the responsibility of the fairs themselves. Because there has been a lot of turnover with fairs, often the fair directors don't realize that.

Because of the NH Dept of Ag's limited availability to do judging, they won't be able to get out to many fairs this year. That will affect the Carlisle Award submissions.

Dave suggests that we should forewarn the membership that they need to understand that their syrup may not be judged by a state inspector.

No further business or issues to discuss this evening.



Next meeting planned for Sunday Evening August 8 at 7pm, followed by the monthly annual meeting on September 1.

Motion to adjourn by Andrew C.

Seconded by Andrew M.

Meeting Adjourned @ 9:09 pm

Respectfully Submitted,
Alisha A. Powell, Secretary