



NHMPA September 1st, 2021 Monthly Meeting Minutes 7pm via Zoom

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

Members Absent: Chris Olsen, Alisha Powell (Alisha reviewed Zoom recording later);

Meeting called to order at 7:11pm by Dave Kemp

1. Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- a. 7/15 by Alisha: Motion to accept by Andrew M, seconded by Sue. All in favor, none opposed.
- b. 8/2 by Alisha: Discussion regarding some changes needed to these minutes prior to acceptance; these will be communicated to Alisha to update.
- c. 8/5 by Alisha: Discussion regarding some changes needed to these minutes prior to acceptance; these will be communicated to Alisha to update. Motion made accept these minutes assuming edits are made; the typo correction and addition of date to these. Motion made by Andrew C, seconded by Sue. All in favor, none opposed.

2. Brief Cookbook Update from Andrew C.

Very little response with any of the inquiries about it at this time. Discussed prior to the meeting with Alisha, and with such little interest in this, we feel that it would not be worth the time and resources at this time. Will be putting creating a new cookbook on the back burner at this time. Bud and Dave advise that there are around 50 copies of our prior cookbook in the trailer so if anyone needs one, they are available. Sue advises we should let the membership know that we do have some, so that if anyone would like to purchase them they can. There were two interested parties previously, Bascom's and Windswept Maples.

3. Reports/updates from Subcommittees:

Promotion: Andrew C for updates on meetings with Stephanie from MAC, plans for social media promotion & progress on new social media campaign themes:
"The Face of NH Maple"
"#NHMapleOnTheMenu"



Andrew updates the group on the meeting that the promotions subcommittee had with Stephanie from MAC. We did apply for and receive a Specialty Crop Block Grant of \$62,000 to apply over 3 years. Stephanie confirmed that we did receive the full award, and it is to be used for Promotions. We started a new social media campaign called "The Face of NH Maple". Alisha did the first interview today. Sue states that the NH Maple Producers hasn't been officially notified of the grant award, and thus wants to assure that we haven't started any activities that would be related to it yet as the expenses wouldn't be covered yet. Andrew reassures that the interviews being performed for this effort are being done as a volunteer effort by Alisha and Andrew with their own time and no expense incurred. Alisha did her first interview today, got photos and information for the interview. The 5 questions these interviews are based around are:

- What is your contribution to NH maple?
- What is your contribution to your community?
- What unique products are you producing/what makes you unique as a maple producer?
- What is your past experience in maple?
- What are your future expectations?

One thing of note is that these interviews lead to discussions around membership engagement, why it's beneficial to be a Seal of Quality producer, etc. We are planning to proceed with further interviews with as many producers as we can for this over the next several weeks/months to come to be used as our mainstay of social media content.

The start date of the grant is May 1, 2022. Sue wants to be sure that we don't incur expenses on this until that date. Andrew reassures that the work we are doing is not increasing promotional expenses.

4. **Winter Annual Meeting Planning:** Dave states that we need to begin thinking about program content and speaker and that it's best to get this decided earlier than later. Bud notes that he was up in Lancaster and talked with retired Vermont Inspector Henry Marckres, (he started a maple grading school) who would like to be considered as speaker along with Janis Conner from NH Dept of Ag. They would like to discuss quality from a regulatory standpoint. There was some discussion regarding some of the national maple meetings and training programs that have been cancelled because of ongoing covid concerns and impact, as well as problems with international travel regulations in regard to



Canadian citizens travelling to the US. Dave also notes that he recently learned that the Vermont Maple Producers also had to decide to pull out of their Big E participation as well this year.

Sue notes that we need to check into possible dates for the meeting for January.

Typically we have gone with the 3rd or so weekend of January. The question arises whether or not we should try to coordinate to avoid scheduling this on the same day as Vermont. Andrew C. would like to try to avoid booking on the same day as Vermont. Sue will contact the Common Man to find out what dates are available. Bud also suggests another possible location at Loon in Lincoln that he happened to stop at recently. Dave notes that we typically go with the Common Man in Ashland because it's the geographic center of the state, and they don't charge for use of the event center; just for the lunch. They also give us at 10% discount because we are a non-profit.

Plan: Sue to check on date availability for Common Man and we will go from there.

5. NHMPA Private Facebook Group: Do we need to keep it? Does it serve any purpose?

Andrew M. noted that there isn't much engagement. Nick Kosko set it up with the intent of forming a forum between producers. Ultimately it has had quite limited use, with some negatively charged posts. MAC was unaware of it. Discussion regarding overall negative opinions regarding these type of facebook groups. Andrew C makes a motion to close the facebook page/group (Nick has access to this), Seconded by Andrew M, all in favor, none opposed. Plan: Sue will ask Nick to shut it down.

6. Fairs – Planning, Updates from Bud

Big E: Bud states that he discussed with Gail McWilliams Jellie regarding how we plan to supply maple syrup. Bud can provide a list of SoQ producers to send to the General Store workers to find syrup. She would like to go to any maple producers, not just SoQ producers; Bud agrees that since she is from Dept of Ag, that is up to them. We will need to take down our banner there. From there, we are totally out of the Big E. Darrell states that they have contacted Ben's and some others who will be supplying maple syrup for them.

Deerfield: Bud visited Deb Locke, and we need to order Maple Sugar from Bascom's. They discussed amounts of what needs to be ordered, this to be discussed with Sue and others to decide. Darrell relates that many people say that Bascom's is best flavor compared to Butternut's. Also best to use a Member's product over a non-



member. Amy is working on maple cream. Bud continues to work with multiple people to make sure this will be a success. There are many different maple products that will be available. As far as labor, there have been several volunteers that have committed to helping out and it appears that we will have enough help (will likely need a few others to join if possible.)

Bud also got the cash registers and square devices to Sue and she is working on getting those all set. Will also get guidance from Sue on pricing of shirts. Dave recounted that some of the equipment he has gone through has been not taken care of properly. He proposes the possibility of having someone be responsible for this to keep better track of these pieces of equipment in the future. There was some discussion regarding the existing equipment, last uses and conditions as recounted by Andrew C, Dave and Bud.

Motion to adjourn by Darrell
Seconded by Sue
Meeting Adjourned @ approx. 8:45pm

Respectfully Submitted,
Alisha A. Powell, Secretary