



NHMPA November 16, 2021 Monthly Meeting Minutes 7pm via Zoom

Members Present: Dave Kemp, Andrew Chisholm, Alisha Powell, Darrell Fisk, Charles Hunt

Members Absent: Chris Olsen, Doug Byam, Andrew Mattiace

Meeting called to order at 7:05pm by Dave Kemp

1. Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- a. 10/20 Monthly Meeting Minutes: Darrell suggests changes made to fair wrap up section: It should be said that Bud assumed there was a load of syrup that came from Canada in October 2016, not late 2020. Ben went through his records and found there was glass that came through. Darrell motions to accept as amended, and seconded by Andy. All in favor, none opposed.
- b. Next Monthly meeting date: Tuesday Dec 7 vs Weds Dec 15: Discussed among the group, Weds Dec 15 is the date agreed upon.

2. Bud Taylor – Resignation

Dave shares with regret that Bud has resigned from the board. He will remain a member of NHMPA. He offered to keep the trailer stored at his home at no cost at this time.

3. **Carlisle – Fair Judging Results:** Alisha contacted Dept of Ag to find out the winners. Waiting to hear back from them at this time. Discussed the Gathering Tank newsletter; we aren't sure when this was normally coming out. We will talk with Stephanie from MAC to nail this down.

4. **Container shortage update:** Dave reports that this is an ongoing issue for all but no significant changes on this matter at this time.

5. Reports/updates from Subcommittees:

Promotion: Andy to discuss progress on Maple Month/weekend (March 19-20)
We signed an ad contract with Town Square Media for the spring. It will be on 4-5 radio stations, over 600 radio ads. MAC will do all social media advertising. We also secured a website called nhmaplemap.com and it will be a direct link to listings for our members. This will improve our online website traffic. The idea for the future is



to keep the website we currently have as our member page, and the nhmaplemap.com site that will serve the public/consumers. This will help improve the effectiveness of our online presence overall. We are also working to make sure the advertising focus is on the south in the beginning of the season, and shifting north toward the end of the season. We want to be sure that the membership sees that we are actively working on promoting maple, and also reaching the consumers. This will be targeting around NH and also certain areas of Massachusetts. Townsquare media is able to target advertising based on online activity of consumers.

6. **Replacement of Treasurer:** Andy spoke to Bud, who was still planning on reaching out to the Atkin's daughter to see if there was any interest. Dave spoke to her father and he didn't feel that she would likely be interested. We will need to discuss paying someone to perform the treasurer duties. At this time Sue is continuing to perform the treasurer duties. We all need to keep looking to find someone appropriate for this. Andy and Alisha discussed this with Stephanie from MAC; their organization can provide these services at their usual price of \$60/hr. Alisha asks if anyone has asked Sue Folsom if she would be willing to continue performing treasurer duties only as a paid position. Dave will consider talking with her about this. Otherwise Dave agrees that having our accountant perform this duty would make sense since they are already taking care of a lot of our business.
7. **Winter Annual Meeting Planning – January 15, 2022.** Andrew C
 - Booked for Jan 15, Common Man Plymouth. Space available from 9-4.
 - Need to communicate this date to the membership: This should be in the gathering tank when it goes out to the membership.
 - Where are we at with planning? Dave has spoken to a few different folks regarding a keynote speaker, and so far no one has been able to do it. During our promotions committee meeting, MAC let us know that they can reach out to several people in the maple community at Cornell, and Glen Goodrich to see if any of them could attend to speak for us. Andy shares that we are looking to have Janis or Shane do a Seal of Quality presentation, as well as a hydrometer clinic.
8. **Regional meetings:** When are we going to return to having these and where? Discussion regarding whether we should keep these meetings in the future or drop them? Dave felt it was good to have hydrometer clinics at regional meetings when we did them. The state often hasn't had the resources to devote to them. Dave thinks that Patrick will do one in Henniker, and Stuart & John will likely do one in



Westmoreland. There was another one in Milton area, Nick Kosko had put it together. Darrell wonders if Dave Fuller would do one in Lancaster.

Darrell wonders if we could pay someone from the state to come do hydrometer clinics at regional meetings. Darrell also wonders in regard to the annual meeting, if we need to change the season so that we can get better participation and ability to find speakers. Should we switch to sometime in November or something like that? It is also possible that people may be working in the woods already in January.

We need to determine when is the best time of year for the annual meeting? We may need to look to the membership for feedback as well. We could plan to put it out for members to think about, and then discuss at the annual meeting with the members who come to that meeting.

As far as the regional meetings, are we going to try for holding them or not? Still up in the air with Covid pandemic. Will bring it up to the members at the annual meeting in January.

9. Request to sponsor Northeast Organic Farming Association of NH 20th Annual Winter Conference: Review and Discuss. Being held Feb 6-12:

This was presented to us via email, asking us to sponsor. Alisha received this, and wasn't sure if it was something that we had done in the past or not. This spurred some discussion regarding promotions budget. This coming year's budget for promotions is significantly more than last year (2020 was on the low side because of covid and fewer ads because of that.) There will likely be around 30K spent for maple promotion this coming year. There was a motion made by Andy to make a \$500 sponsorship package. Seconded by Darrell. All in favor, none opposed. We will move forward with a \$500 package.

10. Update on Gift of Appreciation/Inventory and Equipment Rental – Andrew M. was unable to attend and we will defer conversation on this until next meeting.

11. Dave is wondering about the financial wrap up for the Deerfield fair. Dave is hoping that we can do more fairs this coming year, and hoping to name a fair committee chair at the annual meeting. We need more participation from other members in the association to help with these events and fundraising. Andy shares that it does take a lot of manpower and hours. Andy was there for about 74 hours over 5 days of Deerfield. It's also tough to find help for Friday and Saturday help. Andy is looking through to find those numbers; he will take some more time to get that information and send it out to the board after the meeting. Prelim look at the numbers shows \$60,200 in total sales. The Association profit was \$19,896. The



people who sold syrup with us often gave feedback that they made more money on their syrup than they had expected.

Next meeting planned for Wednesday, December 15.

Motion to adjourn by Andy
Seconded by Darrell
Meeting Adjourned @ 8:13pm.

Respectfully Submitted,
Alisha A. Powell, Secretary