NHMPA 12/15/21 Monthly Meeting Minutes

7pm via Zoom

Members Present: Dave Kemp, Andrew Chisholm, Alisha Powell, Andrew Mattiace, Darrell Fisk, Charles Hunt, Doug Byam. Sue Folsom attended for the first portion as well.

Members Absent: Chris Olsen

Meeting called to order at 7:02pm by Dave Kemp

1. **Approval of Prior Meeting Minutes/Upcoming Meeting Dates**
2. 11/16 Monthly Meeting Minutes: No errors or omissions. Motion to accept made by Dave, Second by Andrew, all in favor, none opposed.
3. Next Monthly meeting date?: Tues 1/11 or Weds 1/12? (prior to annual meeting date?): Tuesday 1/11 should work for everyone so we will go with that.
4. **2022 Budget & Replacement of Treasurer: MAC? -Dave, Andrew M, Sue**

Andrew M. received the budget from Sue Folsom. He reviewed it and didn’t note any issues with it. Andrew M. is hoping to spend time with Sue F. to learn more about the process with it. Sue states that once third quarter reports are in, you can typically move forward with it. Most of the financial activity from the year has occurred. She uses the actuals from this year and makes projections for the following year. Andrew asks when it needs to be prepared and reviewed. It then needs to be voted on by members at the annual meeting. Dave notes that there will be a large change this year. Given Sue’s resignation, we are looking at needing to budget for paying someone to take on her role. We have considered the Morning Ag Clips (MAC) crew to take this on, vs. the Freedom accounting taking it on. Dave and Sue, based on their experience with the association, feel that MAC would be most appropriate. Andrew M. states he would have possibly considered the role, but he is unable to make that kind of time commitment now. Dave states that if something changes in the future, we would be happy to consider Andrew.

Sue states that her opinion is that MAC should do it. It could be a conflict of interest with Freedom having access to all our information. MAC already has access to our website and is already very involved with promotions, and so it seems that it would work best for them to take that role over. Andy C. was leaning toward MAC as well. Andy C. makes a motion to accept MAC to do the treasurer role for the organization; Darrell seconds. All in favor, none opposed. Sue notes that she is very willing to help with a smooth transition with this.

As far as the budget document goes, it has yet to be sent to the entire board as it was in a draft state. Alisha forwarded the document to the board for discussion and review. Sue was gracious to guide the board through the budget layout, discussing the projections she made based on this past year. Sue did some rough estimates to project how much it would be to pay MAC for the treasurer role; she estimates possibly around $5000.00. If there are any questions she would be happy to

Andrew M. states that he has reviewed it, doesn’t feel that he has a lot of experience with this; based on his limited experience he thinks it looks ok but isn’t sure. He thinks maybe we should make a motion to accept the budget.

Andy C. notes that an upcoming item on the agenda is in regards to making a commercial featuring NH Maple as the “star”. He has researched the cost of something like this, typically around $6000. It could be used for years to come on multiple platforms. He feels it would be useful and helpful for the future.

Alisha suggests that we take a little more time to review this, and notes it was her mistake having not sent this to the board before the meeting for review. Would it be possible to consider this and then review in January? Andrew M. agrees. Andy C notes that we are a non-profit organization with the sole purpose of promoting the membership. He notes that in the budget there is a net profit; he also notes he is in favor of spending the money in our budget on promoting NH Maple. Dave wonders if the video production could be part of the grant money that we have been awarded starting in May? Andy C. notes that if we want to do it with the grant, we would need to allocate for that time. Sue notes that you can’t swap out what you are planning to do with the grant money; what we have applied to do is what we are going to do with it. If you violate the conditions of the grant proposal, you will not ultimately get the grant money award. Andy notes that there is a possibility based on the grant language to use for the video. However, Sue notes that we could use money in our existing budget for promotions to cover that cost. Andy feels that as an association, we have underspent for promotions in the last few years. Dave states that maybe we should put this on as a line item on the budget? Darrell makes a motion to table any budget discussion until the next meeting, and to discuss the video separately. Dave states that the video is pertinent to the budget discussion.

There was some discussion about these issues related to the budget and items therein. Andrew M. feels that there should be more discussion between board members to transfer baseline knowledge about the way things work in the association. Sue notes that she would be happy to help any board members in the future with knowledge transfer in regard to association practices. Andrew M. ultimately states that he feels he is stretched thin on this issue, and feels that he may have to step down from the budget subcommittee.

1. **Update on Gift of Appreciation/Inventory and Equipment Rental – Andrew M.**

Andrew M. shares that he has looked into spending $25-$30 for an envelope, and create a certificate of thanks. Dave was thinking that it would just be something printed to thank Will Streeter. Andrew is able to make a template for this. He will send an email to us for approval of this.

Andrew is wondering about the program for rental of our equipment in terms of when we need this completed by, and whether our equipment has been inventoried. Dave notes that everything has been inventoried and labeled. Dave notes that based on the survey results (survey was recently done of maple organizations regarding their typical practices) that was sent out recently, other organizations have rented out equipment at no charge and haven’t had any issues with that. Andy C. notes that the survey may be comparing other much larger organizations, and feels that it would make sense to have a deposit/fee. Dave feels this is something that could be put on the back burner at this time.

Alisha offers to take the project over with the intention of finishing it by the end of January.

Andrew M. will follow through on the thank you certificate, but will then resign from the board. He then signed off from the zoom meeting at that time.

1. **Maple App from CT producer, Dave Broer. (refer to email for details.) -Alisha**

He is developing an app to direct people to places where they can find real maple syrup. We are unable to share our membership information with anyone.

Alisha suggest we share with our members, and encourage our members to participate. Andy suggests that we share nhmaplemap.com with him because that is public information. Alisha will let him know about our listing at that website.

1. **Carlisle Award – Fair Judging Results: Alisha contacted Dept of Ag to find out the winners, no update so far. Discuss ordering the Carlisle bowl(s) & ribbons (5) places Saymore Trophy. – Dave**

Dave states that Sue suggested we order two bowls. We typically have the bowl partially engraved, and then updated. Sue suggested that we have one that we keep for presentation purposes, and then order the engraved one afterward, thus decreasing engraving cost. Darrell, Dave and Andy agree on this idea. Dave will contact the trophy company to get the bowls ordered. Steve Roberge will judge again. Stephanie contacted him about presenting at the meeting about Seal of Quality; he doesn’t have a background on that. At our promotions subcommittee meeting tomorrow with MAC, we will discuss again with her. We are still having a lot of trouble finding a speaker. Andy C may be able to get Glen Goodrich.

1. **Labels for glass cream containers – Dave**

Dave has contacted a label company in Jaffrey about these and is supposed to hear back from them tomorrow with more pricing information. There is still a lot of supply chain delay related to many maple containers and products.

Darrell wonders what is happening with candy boxes and the shortages there. Andy has recently purchased some. Dave will check into it.

1. **Reports/updates from Subcommittee -Promotion**

Progress on Maple Month/weekend, and discuss having a 30 second commercial made that features NH maple as the “star” -Andy

There was some initial discussion regarding this topic above as far as the video spot.

Andy states that we are in a good position with our planning for maple month and weekend. He reiterates that the 30 second commercial would be a really key piece of promotional material that could be used in many ways.

1. **Winter Annual Meeting Planning – January 15, 2022. Andrew C**

-Booked for Jan 15, Common Man Plymouth, 9-4.

-Where are we at with planning? Discuss Speakers.

$31/person for the buffet. We booked for 50-75 people. We continue to work on speakers. Andy C. is in charge of this.

1. **County meetings: When are we going to return to having these? Where? Last meeting we decided to discuss this at the Winter meeting with membership. -Dave**

Dave states that he feels the county meetings are valuable. However with the Covid pandemic situation evolving as it is currently, it seems like it would make sense to hold off for now. Andy continues to be concerned about how this will all play out. Alisha agrees that we should hold off for now, and reconsider in a few months. Darrell thinks it would still be a good idea to discuss at the annual meeting.

Another topic is in regard to the Winter Meeting and Covid protocols; Alisha asks if we have discussed this at all. Andy suggests that we follow whatever the protocols are based at the Common Man at that point. Other board members agree.

Next meeting planned for Tuesday 1/11/22 at 7pm via Zoom.

Motion to adjourn by Darrell.

Seconded by Andy C.

Meeting Adjourned 8:36pm

Respectfully Submitted,

Alisha A. Powell, Secretary