



## NHMPA 10/11/2022 Monthly Meeting Minutes 7pm via Zoom

Members Present: Dave Kemp, Andrew Chisholm, Alisha Powell, Darrell Fisk, Charles Hunt, Doug Byam, Kelly Byam, John Kenney

Members Absent: Nathan Adams, Chris Olsen

Meeting called to order at 7:01 by Andrew Chisholm

1. Approval of Prior Meeting Minutes/Upcoming Meeting Dates
  - a. September 7, 2022 minutes: Reviewed by the board members. Darrell would change the part about past Lancaster fairs. The association only did it one year, with Ben managing it—it was only done one year after Dave Fuller gave it up and it wasn't done as Ben's Sugar Shack. With this change made, motion to approve minutes made by Darrell, seconded by John. All in favor.
  - b. Next Monthly meeting: Plan for Zoom account and meeting management, minutes, and timing of meetings after Alisha's resignation: At this time there is no one that has been able to take on the zoom meeting management or minutes. Next meeting will be November 22 and Alisha will continue to attend for now unless another plan can be formulated before that time.
2. Fair Recap: Andy shares that we don't have final numbers from Big E yet. There was very little product that came back, though. 4 shipments of candy went down that all sold, 2 shipments of cream which all sold. Cotton candy that went down all sold. We took back 98 pints out of about 400, along with some other quarts, half gallons and gallons and just a few quarter pints and glass. We are now just waiting for final numbers from Lynne Blye. James Gove did three trips down to bring product down. Alisha helped pick up the product. Andy had a good conversation with Shawn Jasper about how the Big E went; he liked the way it went and wants to see it continue in this way for the future. Andy will be talking more with Josh Marshall (took Gail McWilliams Jellie's job) from the Dept of Ag to discuss plans for next year. John Kenney would be willing to make trips next year. He went down toward the end and saw that the women working there had a good rhythm going. Mike Moore supplied a lot of the syrup and he was happy with sales. Journey's End sold all their cream that they sent, and Maple nuts were done by Deb Locke and James Gove and all sold.



Andy is hoping that some of the producers who are selling at the fair next year will be interested in going down to deliver product or help out.

Deerfield fair was “absolutely incredible”, Andy says. In 2021 there was about \$59K in gross sales; this year \$71k in gross sales making it a fantastic year. We had a lot of great and new volunteers. Because we had really good help, we were able to sample product the entire time. We gave out a little over 11k samples. We sold out of candy, BBQ sauce, mustard, cream, etc. There is roughly \$18K profit for the association.

Deb Locke sold 3055 bags of cotton candy, which set a record.

Kelly noted that there were a lot of emails coming through from the square payments coming through; Christa has now turned off the email settings on Square so that it will just do a daily update rather than email out every single transaction. Andy also had a good conversation with Dan Briggs from the Deerfield Fair and he was really happy with everything as well.

Darrell is wondering if we will have breakdowns on what was sold. Andy will have amounts paid to each producer for their products rather than specific products. For next year, we are going to take the total numbers of candy sold for this years fairs, and give those numbers to the candy producers so that they can pick what they want to supply and go from there. There were five different producers making candy and they all have different capabilities with different candy molds.

As far as the pricing structure for the Big E, we will need to make it clear to members that as long as we follow this structure of paying workers from the Champions for NH Farms, that the Big E will always be an 80/20 split because we are paying for the folks to work down there; even if producers go down and spend some time helping out, we still have to offset those costs of labor.

For Deerfield we did advertise with Townsquare media, using the leftover money in the budget from the spring. We did a giveaway on the radio for morning trivia and gave away gift cards, (5), and there was good feedback from people saying that they heard the radio spots on their way to the fair. There were lines out the door for almost the whole day on each day of the fair. It is hard to quantify the impact of advertising exactly, but Andy does think this was effective.

3. Container Update: We are getting caught up, to the point of all distributors having a decent supply. Sam Bascom actually called and said he is full of inventory and not to send any for awhile. Cream containers just got shipped to Mike Moore, so those are back in stock. Darrell wonders if there are any in reserve, and notes that Ben hasn't gotten any shipments recently. Andy believes that there are some in reserve. Candy



boxes will need to be ordered sometime soon. Andy and Darrell discuss how the order will need to be processed, and how that involves Ben and his account with Rice Packaging. Andy notes that we are going to have our own dies made for the new box sizes that we are going to get as well. Mike Moore thinks that a lot of the producers have stocked up for the holidays, so we probably have what we need for the holidays. We will probably need to do another order in the early spring.

4. Winter Meeting: January 21, 2023 is the date which is set with the Common Man. It will be in a different room this time which has 150 person capacity. Speakers will be Glenn Goodrich and Abby Van de Burg. (She is a yes but she may be virtual or in person). Trevor Hardy from Brookdale Farm in Hollis (has an apple orchard with a monitoring system which is being modified for maple)—he is interested in sharing about that as well. Town Square Media is interested in coming to present about the advertising. Reps from MAC will be there. Someone from Adam's office (International affairs re the international grant) will hopefully be there, and there maybe someone from UNH Cooperative Ext. as well.

As far as meeting cost, we are waiting to see how we did with fairs and and also whether we can use some grant money. We are hoping to keep the cost low at about \$10/person in order to encourage attendance in hopes of increasing engagement. Kelly asks about winter meeting ads for membership renewal form Christa from MAC just sent a rough draft to Andy today; and we are planning to include that in the mailing as well to encourage attendance and engagement in the association.

5. Need volunteers: We still need help and engagement with filling Alisha's role; small things like coordination with fairs, winter and summer meeting planning, internet, mailing, etc. It has been working great to have Kelly do email management. Kelly offered to do membership renewal cards this year if needed. That would save a lot of labor on the part of MAC. Kelly will work with MAC to sort out. Dave Kemp notes that the VT association emails the cards out to their members that the member can then print themselves. Our new membership category of the non-voting member will need to be notated on the cards. We may be able to email some cards out digitally and do the rest by mail, depending on reliability of the email address list.

Misc:

John is wondering what we pay MAC. Andy states that they charge \$60/hour. An average monthly bill is around \$1500-2000 per month. Last year was steep with the



learning curve, and getting things transferred over to them from Sue Folsom. The average monthly bill had been higher at that time because of that. The costs will go up during the time of the membership renewal time. Darrell wonders why we haven't seen any recent budget reports, and if we haven't seen them is because of the costs we have to pay to MAC. Alisha states that Andy is only one person functioning as President and much more. There is no desire to be anything but transparent with the board and membership. If anyone would like to get more information, they can email morning ag clips anytime. As usual, we will present the budget at the annual meetings.

John says that he knows of a few people who may be willing to help out. Russ Fiorey from Crescendo Farm in Surry may be willing to help out; he had done some treasury work at one point for the Cheshire Fair in the past and so he has a little experience with this.

Another person John knows would be willing to help out, she may be around \$30/hr rate to help. Andy and Alisha had been hesitant to transition away from MAC too quickly because of the continuity of running the association after having transitioned away from Sue Folsom. At this time it would be great to offload some of the cost of operations that we are paying them for. If someone could take over the container portion from MAC, that would be helpful and save some cost as well.

It took about 6 months to get things running smoothly with MAC. Darrell wonders about Bud Taylor, knowing that he had offered to help out more in the past. Andy explains that because he was managing the fairs and had a lot on his plate this summer, we thought it best to have him do that and not overload him.

John will reach out to Russ Fiorey and see if he is willing or interested in helping out. Later in November, Andy is planning to do a trip out to NY to sit down in person with MAC to go over things.

John also mentions that he has a friend of his that is the IT director for Burdick Chocolate, his name is Chad Rancourt; he is willing to help out if we need website assistance. This is still something that we need to do but haven't had the manpower or resources to get done to this point. Kelly would like to be involved in this part of things as well, as she has done a lot of research about this and also has a good knowledge of what the issues are for many of the producers on our site.

John suggests that we have Chad Rancourt talk with Kelly to discuss the current issues and go over it all with her so that she can acclimate him to our issues to see



how he could help us. John also notes that Chad said he would help out at no cost and that he is planning to become a member soon as well.

Dave Kemp will be going to the NAMSC meeting in Wisconsin; the first in three years. This will be the first meeting since IMSI backed out of it as well. Dave and his wife, as well as Sue Folsom and her husband will all be going. They are looking forward to going and reconnecting with some of the other maple folks from around the country there.

John also has the newly redesigned signs that just got printed recently. The trailer is at Bud Taylor's currently. It is going to reside at Charlie Hunt's for the winter. Bud is cleaning it out, taking inventory and then it will be parked for the winter at Charlie's. Andy will make plans to meet up with John to get the signs soon. John is also looking for a metal membership sign and Andy will help coordinate that as well. John can also hang onto some to distribute to producers in the area as well. We will plan to bring these to the meetings this winter, as well as regional meetings, to get out to producers.

John can work with Gem Graphics to get other materials printed if we need as well. Kelly and Andy discuss the membership renewal a bit more, and how we will move forward with the costs and cards as well. John mentions that they also do clothing screenprinting as well. We have enough stock to make it through now but may need to do in the new year.

Next meeting planned for November 22, 2022.

Motion to adjourn by Andy  
Seconded by Darrell  
Meeting Adjourned @ 8:16pm

Respectfully Submitted,  
Alisha A. Powell, Secretary