



## NHMPA 1/21/2023 Monthly Meeting Minutes 2:30 pm In-Person

**Members Present:** Andrew Chisholm, Darrell Fisk, Charles Hunt, Dave Kemp, Will Streeter; Stephanie Kelly (Secretary), Kate Ziehm (Morning Ag Clips)

**Members Absent:** Doug Byam, Kelly Byam, John Kenney, Chris Olsen

Meeting called to order at 2:56 by Andrew Chisholm

### **Approval of Prior Meeting Minutes/Upcoming Meeting Dates**

- a. December 5, 2022 minutes – Motion to approve minutes from previous meeting by Dave with a second by Darrell; motion carried.
- b. Next monthly meeting – February 20, 2023 7 pm via Zoom

### **Old Business**

- a. Open Board seats/Board members up for re-election
  - a. Motion by Dave Kemp with a second by Darrell to add Will Streeter to the Board; motion carried. Will is able to take on members at his store – needs to connect with MAC. Darrell will not take on another term on the Board.  
Motion by Will with a second by Andy to elect Charlie Hunt and Dave Kemp to new two-year terms; motion carried. John is interested in running for an office but will have to wait until the meeting in February for discussion.
- b. Winter meeting recap – well attended; took a loss on the meal in favor of higher attendance to find more volunteers and help.
- c. Survey recap – 57 responses with 17 people willing to help on a committee – all committees had willing help except Fairs Committee. Some survey respondents



provided complaints/criticism, including Barbara Lassonde complaining about publicity. Dave said some TV advertising would be nice. Will mentioned Greg on The Morning Buzz – there is a professional photographer who could be invited to the Governor’s Tapping. Ed White from Effingham took syrup to a radio station last year – Will heard all about it. Andy said the Association will be able to use our Celebrity Chef once that part of the grant project starts moving forward. Andy needs to give Shawn Jasper 2 or 3 options for the tapping – Chris Hicks is interested, Will will contact the Remick Museum.

- d. Regional meetings for 2023 – Fuller’s Sugarhouse 2/15 (Dave Fuller), Chisholm Farms (Andy Chisholm), Pancake House in Henniker (Patrick Connor), and Stuart & John’s 2/16 (Nathan or Stuart Adams) – need to reach out to remaining potential hosts. Andy would like to have another meeting in Will’s area – maybe the Remick Museum – Will will contact the museum, and he said Meridan Hill Maple House (Allan) has a space available for meetings or events – maybe a Summer Meeting.
- e. Container update – Dave Fuller needs only gallon containers; he will take what he needs and nothing more. Andy pushed Bacon for gallons, half-gallons, quarters, and pints. Most have been going to Bascom or Sunnyside. Mike has enough to get through early February. Dealers need to stay in touch, and Andy can send the containers where they are needed. There is nothing in the reserve. Mike got four pallets last week – that is the biggest shipment that’s come out all year – typically has been one pallet at a time. Andy is waiting to see how the company that bought Sugarhill does – he wants to give them a chance.
- f. Website update – Two people said they are willing to work on the website. Will can send contact info to Andy for Carla at Alpine – Kate Stanley already contacted Andy. The Association will shop the website to possible vendors. There is grant money



available. The new site will have it's own dedicated server. Maintenance fees will stay around \$5000 per year but could go slightly higher. Andy is considering different listing tiers on the new site to help offset the cost. There may be an area for dealers to do their container orders as well as a place for people to pay annual dues and/or register for meetings. The current site was never designed for e-commerce. Andy has a list of wants/needs for the new website – he will share his list with the other Board members to add/comment. Kate Ziehm suggested the Association should consider Google advertising – the revenue that could be generated could be significant; the committee might want to have the new website designed with space for advertising.

- g. Adam will need to see stats for the grant – membership, containers, sales, etc. The Board will need to help provide some of this data. There is another grant coming out in 2025 after the current grant comes to a close. Board members should reach out to producers and ask what producers think – how is the Association doing, how are sales, etc. Maybe the maple app that can be started on the current grant and finished on the new grant. Will asked about getting the trailer wrapped to look like syrup. Charlie can measure the dimensions of the trailer, and Will will get a quote.
- h. Andy showed the new hat and zip-up – they will be ready for sale before the regional meetings. The logo needs to be trademarked. The container committee should determine some rules for logos, candy boxes, etc. John had said previously that he would like to be involved with the container committee.
- i. Branding – woodshed for letterhead, new logo on apparel. Need HEX or Pantone codes for colors used on apparel.



- j. Bringing back Maple School would be significant. Steve and Andy talked about the agenda. They are shooting for October 2023. Dave said NAMSC is in Sturbridge later in October. Will suggested the UMaine grading school.
- k. NAMSC came out with the 3<sup>rd</sup> edition of the Sugarmakers' manual; the Association could buy a bunch to get a discount and resell them to members. Andy talked with Abby Van den burg, who is willing to be a speaker at a future NHMPA event.

### **New Business**

- a. Will suggested the Association consider a raffle. Maine Maple raffled a hobby-sized evaporator where people could buy tickets at multiple sugarhouses and/or Fairs. It was a major fundraiser for the organization.
- b. Dave said it would be a good project to get all fairs on the same rules for maple judging – they have different requirements for sample size, container, etc.
- c. Stephanie presented a letter from Drouin Associates for tax prep – Dave said it's a lot of money for a nonprofit. It is already included in the budget so no additional vote necessary. Andy signed the letter, and Stephanie will return it to Drouin.
- d. Andy said the Board needs to discuss the Maple Museum Board at the Association's next meeting – the Museum Board has not had a meeting in 2 years.
- e. FSA has a disaster relief program coming out for maple producers that will cover inadequate freeze days.

Motion to adjourn by Will with a second by Darrell.  
Meeting Adjourned at 3:58 pm.

Respectfully Submitted,  
Stephanie Kelly, Morning Ag Clips

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