



NHMPA 3/1/2023 Monthly Meeting Minutes 7:00 pm via Zoom

Members Present: Doug Byam, Kelly Byam, Andrew Chisholm, Dave Kemp, Kate Stanley (newly joined), Will Streeter; Stephanie Kelly (Secretary)

Members Absent: Charles Hunt, John Kenney, Chris Olsen

Meeting called to order at 7:09 pm by Andrew Chisholm

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- a. January 21, 2023 minutes – Motion to approve minutes from previous meeting by Kelly with a second by Doug; motion carried.
- b. Next monthly meeting – April 14, 2023 7 pm via Zoom.

Old Business

- a. Andy said the priority of Board members is to promote NH Maple and serve the membership. They should promote the education of the public about maple. Board members cannot use the Board to promote their own sugarhouses.
- b. Executive Board/Committee positions - There has been talk about trying to find a member to replace MAC as Treasurer, but Andy has had discussions with others who have discussed how it makes sense to keep MAC as Treasurer because of the scope and size of the money the Association handles between its own funds and grant money. It makes sense to have a third party involved for checks and balances. The positions of President, Secretary, and Vice President are fine to be producers. Andy is considering making more of the Board positions paid because he knows how much time it takes, but the change would not happen while he is in office. Kelly



asked if the Secretary position could be split between multiple people if each had specific duties; Andy said definitely. Kate said historically there was a recording secretary and a membership secretary. Kelly said the workload she has now is usually fine; she works with Christa on membership, answers emails, sends out membership cards, etc. There was some discussion about replacing the membership spreadsheet with a more efficient system. Andy is hoping the new website will help resolve issues like this.

- c. Regional meetings recap – Andy attended five meetings. Attendance overall was low, which Andy thought was good. Meetings at the Remick Museum and S&Js were high, but attendance at the others was low.
- d. Container update – Containers at Blue Seal in background of Channel 9 video were NH Maple containers that should not have been sold to them; they got the containers from Bascom’s. NHMPA needs to decide about trademarking containers, maybe marking them as “for use by members only.” Andy said maybe grant money could be used for trademarking. Andy said we are pretty caught up right now - most dealers have too many right now. There is nothing in the reserve right now. This year’s order is 10% higher than last year.
- e. Website update – Andy has not received proposals from all of the companies he reached out to yet. Loud Canvas would like to be considered. Kelly has been looking at Club Express. Stephanie mentioned Wild Apricot and Bloomerang. Andy asked Kate to have her friend get in touch with him. Andy thinks it could be another revenue stream for the website without having to increase dues; it could also include an area for dealers to be able to do container orders and see inventory in the reserve as well as have advertising (not for producers but for equipment suppliers as well as travel/tourism for people who want to visit NH). The BEA grant is making it possible



to do the website in a proper way. Andy wants to include advertising on the membership renewal form for dealers (CDL, Bascom, etc.) to help cover the cost of sending out the membership renewal form. The group discussed making the coupons be from specific dealers vs from the manufacturers. There is still discussion to be had to bring this to fruition.

- f. Maple Museum Board - Sue Folsom emailed Andy after the Association's Annual Meeting because there was no meeting for the Maple Museum. Andy thought Mike Moore was on the Board, but he wasn't, so nothing happened. Mark Thompson is the current President, but there has not been a meeting for 2 years. Doug is on the Board with Mark and said Mark has talked with him about Kelly and Doug becoming the Secretary for the Museum to resolve some of Sue's workload. Dave said that Mark said he knows he needs to call a meeting. Andy asked if the Board needs to have its own Board separate from the Association; Dave said it is written into the Museum's Bylaws to be totally separate with its own Board. Many of the same people were on both boards. Andy said the Museum is so small and with so much overlap and so much trouble finding volunteers that it makes business sense to dissolve the Museum Board into the Association Board, but that would require a Bylaws change. Dave said the Museum has been floundering over the last several years; Doug said he thinks Mark was volunteered into the position. One problem is that it is located so far away. Will mentioned that maybe Brad Presby would be interested in getting involved; he does a lot of demonstrations and education at the Rocks. Stephanie suggested someone should get in touch with Mark to see where he stands and find out about how to dissolve one organization (the Museum) to become a committee of another (the Association). Andy reminded the group that NHMPA is included in another grant with UNH Extension that requires UNH Extension to work with the



Association in some fashion - maybe this is an opportunity to give the Museum some much-needed support. Doug is willing to talk with Mark to get the ball rolling and see if he might be available to attend the next Board meeting.

- g. IMSI: Dave said there is no update. He tried to attend USDA NASS county meetings but was not able to. NAMSC is in Sturbridge MA in October. IMSI will meet in May or June in Quebec.

New Business

- a. Motion by Dave with a second by Kelly to add Kate Stanley (representing Madison Elementary School) to the Board; motion carried.
- b. Maple Month/Weekend promotions and budget - Promotions have started. John Rinehart from The Shark was in the woods with Andy and Chris Hicks. Town Square is posting to WHOM and WOKQ. Megan from Seacoast Current was at Kate's school and Turkey Street Maple, and an article went to four media outlets. Kate will email a link to Stephanie. At the Annual Meeting, Barbara Lassonde approached Andy and wrote press releases for the Association. Andy wants MAC to send out a release for the Governor's tapping.
- c. Governor's Tapping - moved to Monday, March 13 10 am at Remick Museum in Tamworth. Andy talked with Wendy at Town Square to get media coverage - not sure about a DJ in-person, but Andy and Chris Sununu could do a call-in to The Shark. They will invite Chris to the studio to talk about maple. MAC will send out press releases. Kate said she will bring at least 45 students. The Association needs to put together a gift basket for Governor Sununu to take back to his office. Will can put a notice on the Tamworth Exchange about the tapping to try to get more attendees,



and he will put up a sign at Farmers Markets. Andy will provide buckets. Andy would like as much media coverage as possible - Maple News, WMUR, Chronicle, etc.

- d. Saymore Trophy emailed that the Carlisle Bowl is ready for pickup - who can pick it up and deliver it to Sugarmomma's? Andy can pick it up and deliver it.
- e. Summer Meeting Planning - Will talked with Al at Meridan Hill Maple Farm about hosting the event. Andy has Dr. Abby van den Berg lined up to speak. Will will connect with Al and they will look at a date in May.
- f. New Hampshire Farm and Forest Expo is May 5-6 at Deerfield Fairgrounds, which includes the sugarhouse. Andy is concerned about getting volunteers to staff the event. Will said those are the same dates as Bascom's Open House - Kelly asked if the Association needs to have a table at Bascom's for a membership drive. Andy encouraged everyone on the call to reach out to friends about being present at the Expo. MAC should send an eBlast to producers who received checks from the Deerfield Fair last year to see if they are willing to work.
- g. Membership drive with QR code for supporting membership - flyer for participating sugarhouses to print and hang up - MAC to create draft of flyer and send to Andy.
- h. QR code with link to map to find the next nearest sugarhouse - scavenger hunt - for the future. Stephanie mentioned giving out undated ("third weekend in March") magnets at the Fairs. Andy suggested getting something added to the screen printing on the bottles and would like to tweak the language to talk more about maple as the natural sweetener.

Motion to adjourn by Will with a second by Kate.
Meeting Adjourned at 9:12 pm.

Respectfully Submitted,

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