



NHMPA 6/27/2023 Monthly Meeting Minutes
5 pm via Zoom

Members Present: Doug Byam, Kelly Byam, Charles Hunt, Dave Kemp, John Kenney, Kate Stanley, Will Streeter; Christa Campbell (Secretary), Kate Ziehm (MAC).

Members Absent: Chris Olsen

Meeting called to order at 5:05 pm by Interim President John Kenney

OLD BUSINESS

1. **Adam Boltik from NH Dept of Ag Program Manager for the Office of International Commerce AND Discuss/determine USDA grant administrator and next steps:**

John and the Board had a meeting with FEAST Global on June 19; they had questions and received answers. They were satisfied and went away feeling good. Based on that meeting, there are a few more questions the Board would like answered about the grant.

Q: Kelly - There had been discussion that the full amount of the money was going to be into the account then going to be dispersed, as opposed to paying and being reimbursed with an invoice?

A: Adam: All that Adam's office needs is an invoice, in advance even for anticipated expenses. Adam thinks it would be better to provide an invoice to the State. There are no particular rules.

Q: John - How long does it take for the money to come in once invoiced? Some State things can be 60-90 days.

A: Adam said he does not know - that includes administration and post office, etc. He is the one reviewing it and will send the invoice off as soon as he gets it; he is



thinking it may be a week turnaround time. Adam will turn in the invoice as soon as he receives it from NHMPA. The appropriate people would have to review. Kate Z said this is an ideal situation; take chunks of money, talk with Marianna, possibly take $\frac{1}{3}$ of the funds, and then once the funds are dwindled down, the Board could work on the next 6 months' funds. For the health of cash flow, stay ahead of it, keep communication with Marianna and Andy.

Q: Barbie - Is it okay to give an expected invoice once per quarter?

A: Adam said the day the contract becomes effective, NHMPA can invoice. Once it is voted to approve, then the Dept of Administration can make payments. There should be no issue. Adam said the day it is approved, you can send an invoice right away, and he turns around and submits it for payment.

Q: Barbie - Would the Association invoice or the group [FEAST Global]?

A: Adam said if he is contracting with the Association, then the Association contracts with FEAST and will pay whatever payments you agree to. He does not need specifics for what the money will be spent for.

Q: Will - Does the Association keep a portion of the funds (per Andrew Chisholm)?

A: Adam said there was a conversation about it; it is whatever is agreed upon with Marianna. Kate Z advised that there is money available, and it will cost the Association to administer aspects of the grant, and that funding is built in. Kelly said she thought there was a 5% kickback, roughly \$19,000 that would be untouched, which could be 5%.

Q: John - There are benchmarks - is there flexibility on the dates (he talked about data collection in July)?

A: Adam said there are no hard deadlines. The only thing USDA requires is updates on an annual basis, which would be about October (initial activity, spending). But



Adam advised it is him - he has to worry about that reporting. Kelly clarified the grant does not get extended - it goes until 2025. Marianna and Andy are on vacation for one more week.

Q: Will - We were presented with a contract from FEAST Global to be signed; is there also a contract with the State? Is it for review?

A: Adam discussed that there is and it should have been in the materials. Adam will send it to Kate and Stephanie. Kelly and Kate S advised it came in on 6/15/2023 from Stephanie.

Q: Debra - Is there a trip to Germany also written in the grant?

A: Kate Z - There is travel in the grant paperwork, not specific to Germany but possible foreign travel, an international food show in Germany or overseas in Japan. Adam confirmed the idea that there would be some foreign travel not to any specific market. The grant covers the costs for producers to go, but there should not be any out-of-pocket to go.

Q: Kelly - talked to Marianna a bit about how these requests for products would be dispersed. Marianna said she would help with it, but the Board would need to come up with some parameters, put it in writing, and a disbursement to the membership that this is going to be available as of such and such a time. One of the things that was an issue was the Seal of Quality [certification], and I believe it would take place during production. People would need to go through a process to do that. Will advised there was discussion about this at the Summer meeting on Saturday. Attendees thought about possibly putting out a survey about who is interested in providing product, who has Seal of Quality and who does not. There needs to be a meeting about it more and definitely a survey. Kelly advised there is a Seal of Quality presentation on the web from 2021. Will said they can do the Seal of Quality



inspection during the off-season, and the difference is the evaporator is dry not wet. John said disbursement parameters are on the NHMPA side more than Adam's side.

Motion by Will with a second by Kate S that the Board of Directors sign the contract with the Bureau of Economic Affairs and FEAST Global for this \$388,000 Acer Grant. Kate S advised that the contact name needs to be changed from Andrew's name. Kelly said there are a number of points on the contract where the name has to be changed. Adam can send revised paperwork once he gets confirmation from the Board on who will be authorized to sign and be the name on the contract. Kate Z advised to have a separate motion and vote for the name and signer after the motion and approval of the grant. Unanimous votes approved; motion carried. A technicality question - does the president vote? According to the Bylaws, the president is a tie breaker. Will thanked Adam for being on the call and giving great information; he was a huge help.

2. NHMPA needs a name on the new paperwork.

Q: Kelly - what if the president changes in January or going forward, someone else comes into leadership of the Board?

A: Adam said it does not matter as long as the person has authority at the time it is signed.

Statement: Barbie recommended the President sign; John agreed. Motion by Kelly with a second by Kate S that John sign the contract on behalf of NHMPA; Unanimous votes approved; motion carried. Adam will change the names and send the contract to Kate Z, Stephanie, and to John. Once signed, it will be scanned into the Association's Drive.



Q: Barbie - Does NHMPA have a vendor number?

A: Adam said he was able to get that already.

Adam advised once the contract is reviewed, NHMPA will sign it and send it back to Adam, and then it should be approved by August 2. The Association could send him an invoice the next day, and it should be paid quickly. Will asked if MAC could send out an email to the board, Marianna, Andy, and a press release. Kate said wait until everything is signed. Barbie said wait until after the August 2 date because officially that contract has not gone through governor and council, it should go to the total membership saying NHMPA has accepted the grant. The Board thanked Adam again. Adam left the meeting.

Barbie said if more people were involved in the Association, then this grant could be a factor to create that. Anyone who benefits from the grant should be participating in the Association. Kate Z said the grant is open to all producers, but the Association is administrating the grant so members will know about everything first. It's a great launching pad for growing membership and involvement. It will be important to do a lot of communication around it - build up hype, lots of press releases.

Debra said a member contacted her because the State would not inspect them [for SOQ]. Will said someone would have to get in touch with Shawn Jasper, the Commissioner's office, regarding Seal of Quality inspections - do they have to be done during sugaring season? Will reiterated that SOQ is a NHMPA requirement, not



a State requirement, to sell product at the Fairs. Kelly asked if the Association ever put something in writing requiring SOQ certification to participate in this program or fairs. Kate Z advised a committee to be formed once the grant is signed. Dave reiterated that to sell product at fairs SOQ is required, and it might be a requirement for the Carlisle Award. He will go back and look at past information and meeting minutes. Barbie suggested it might be easier to vote again. Kelly said it's important to make sure it is in writing with an explanation of why it is important. Dave and Kate S confirmed it is not a requirement for the Carlisle Award. John suggested setting up a committee for the grant and orders through FEAST Global. Kate Z advised to pull in members to participate in the committee - MAC can send out an eBlast to the membership. Kate S reiterated waiting to form the committee until after August 2. Kate S suggested appointing the Chair to be ready. Kate Z said it could be a member not a board member to lead the committee. Dave mentioned it may entice others to join the Board since there are still empty seats. Kate Z advised strategically inviting members to join Board meetings and reminding them "many hands make light work." There is always the MAC support system to do legwork.

OTHER BUSINESS:

1. **Containers:** Will asked Bill Cheney if he had any update from Bacon? Bill just got up to date on outstanding invoices and orders. In the past, the Association went to the dealers to see what was needed. Bill will contact the dealers to see what they need. He spoke about the reserve and Mike Moore's concern about how much of the order would go into it. Will said Bacon is expecting to print labels and gallon containers this week.



Q: Barbie - For the grant and product sent out, will the containers be Association with a private label or dealers labels? John commented he thinks it should be Association containers. Doug reminded the group about the comment that the grant is for all the producers in the state of NH. John advised it will be all members and should be in Association jugs. Dave said it is a double-edged sword: you have to be a member to purchase the Association jugs, but not a member to participate in the grant. Doug agreed. Kelly stated that is why there needs to be parameters from a committee to lay out all these rules. Barbie said the people that participate in the grant should have to be members, and that would benefit all producers. Kate Z said she is not sure: the state of NH wants to promote NH Maple, and the state came to NHMPA because the Association has so many maple producers. You would not have to be a member of the Association. Kate S said the Association would get the order and put it out to the members, who bid on it; a nonmember could get the bid. NHMPA is dispersing the information. Kelly asked if the Association has to have a label to go on barrels for exports sold by the barrel. Dave thinks it should be processed and filled in consumer-sized packaging here and then sent overseas so there's no risk of someone getting sick. These are good points for the committee to work on.

2. **Candy boxes** - Kate S got inventory from Mike Moore of what he has - some cases of both large and small. Will said there was conversation at the Summer Meeting about the third size box, buying the dies, etc. Does the Board want Will to contact Ben about possibly having the third size made with NHMPA logo on it? Ben uses these boxes for his own boxes, he had bought the dies from Rice Packaging - would have to proceed with Ben. Dave said Ben wants a nickel per unit to handle the packaging.



Rice has this size packaging (1.4, 1.5, and LDx2) already, but the boxes are made white. Does it need to be printed with the Association's logo? Dave thinks it's a problem that Ben owns the capability to print the Association's logo at will. Kelly mentioned the previous discussion that had been had about trademarking the Association's logo. Dave advises talking to Rice packaging to clarify if it is the die to print and cut the boxes or just the printing plate on a package they already build. Will will talk with Rice Packaging. Charlie said he would be very surprised if NHMPA logo is not trademarked. He does not like the idea of being "held hostage by Ben for a nickel extra per box." Dave said it has always been about the money because it is a large amount. It can take a long time to amortize the cost since a supply of boxes lasts so long. Will said more would be sold if they were at more dealers than just Sunnyside. Dave said Somero had wanted to handle them at one time, and dealers were allowed to set their own price. Kate S pulled up trademark info and will review it. She will see what Ben has for the logo. Will will send Kate S a photo of the box so she can see which logo is in use. The group discussed trademarking both logos so packaging is uniform. Barbie advised this may be part of the grant to take care of this. Kelly wanted to thank Bill for stepping back in.

3. **Next Board meeting** is Monday July 10.

4. **Cheshire Fair** - Doug asked John about the Cheshire Fair. John said Alicia doesn't have time to run the booth so we need someone to step up to manage it. John will be of assistance since he had been the Fair director in the past, and he will reach out to the two people who reached out to him who have worked there before. Will said that the Association had paid for accommodations for Deb in the past since she does the



cotton candy; John asked if she would like to run the Fair booth. Deb said they can talk about it. John found out today that nothing has been done about how the booth has been run. The Association needs to find people to source it and staff it and make a request for passes soon. Charlie said he will make sure the trailer gets there and it gets set up, and he will be there as much as he can. Will said the iPads are password protected, and Bud said the passwords might be in his three-ring binder in the trailer. Charlie will look for the binder; Kate S said all iPads need to be charged as well. Christa said MAC may have passwords for the iPads and will look into that. Kate S asked MAC to send out an eblast to members for callout to volunteers and dealers for product for the Cheshire Fair. Christa can also look at who she paid checks out to last year. Christa talked about each dealer having a schedule of what they will work, possibly bringing on their own volunteers too. Deb said one of the iPads needs to be repaired too.

Motion to adjourn by Will with a second by Kelly.

Meeting Adjourned at 6:22 pm.

Respectfully Submitted,
Christa Campbell, Morning Ag Clips

CHAT FROM MEETING:

00:26:31 Debra Locke: Is there a trip to Germany also written in the grant?
00:31:15 Debra Locke: Oh great! Should I get my passport..lol
00:33:41 Debra Locke: A member contacted me today, the state won't inspect him!
00:43:27 Debra Locke: Thank you Adam
00:51:45 Debra Locke: That was a Nick and Andy decision
00:52:05 Debra Locke: It was not for the Carlisle

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00:52:34 Debra Locke: Because bad syrup was sent to the fair's
00:53:07 Debra Locke: I won! I'm not state seal.
00:54:56 Debra Locke: I was inspected in the past, not during sugar season
00:55:39 Debra Locke: Me neither Dave...lol
01:00:49 Debra Locke: All should be in association
01:02:08 Debra Locke: The \$\$ is going to nhmpa
01:09:33 Debra Locke: There are 1400 boxes in a case
01:10:20 Debra Locke: Andy was working on trademarks
01:11:14 Debra Locke: To print
01:11:26 Barbie Patch- Patch Orchards-Lebanon: When the committee thinks about the containers, if you don't use the NHMPA jugs, it would be easier to create pallets that are already prepared and ready to go. We have pallets of containers but not necessarily NHMPA jugs.
01:12:34 Barbie Patch- Patch Orchards-Lebanon: Create a new printing dye/die, create a trademark and tell Ben he can't use the association logo.
01:12:49 KELLY:Replying to "When the committee t..."

I see your note Barbie - snipped it. Are you saying it might be a mix of NHMPA and no jugs in one pallet?

01:13:41 Debra Locke: Correct Charlie
01:14:48 Barbie Patch- Patch Orchards-Lebanon: Replying to "When the committee t..."

Very few producers could create a pallet of one size if it wasn't in their own container.

01:16:34 KELLY:Replying to "When the committee t..."

Saving your comments so when this circles back I can share your thoughts. agree - very few will be able to, or want to fill a pallet

01:17:24 Barbie Patch- Patch Orchards-Lebanon: Replying to "When the committee t..."

It would increase the sale of NHMPA jugs if it was a requirement. Also, Will is correct that anyone should join for the \$40.

01:21:50 Barbie Patch- Patch Orchards-Lebanon: Only allow members to sell. if they are willing to help in the booth.

01:22:40 Debra Locke: We can talk

01:24:31 Debra Locke: In the past I brought, candy ,nuts

01:24:51 Debra Locke: We have 3 iPads only 2 work



01:26:03 Debra Locke: Mike and Larry Moore
01:27:18 Debra Locke: Heidi Bundy
01:27:47 Debra Locke: Amy, Dave with his barbecue sauce
01:29:34 Barbie Patch- Patch Orchards-Lebanon: A checklist of what the booth entails would be helpful.