



NHMPA 8/7/2023 Monthly Meeting Minutes 7:00 pm via Zoom

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

Members Absent: Chris Olsen

Meeting called to order at 7:04 pm by John Kenney.

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

1. Minutes from July 10 and July 24 - motion by Dave with a second by Kelly to approve minutes from July 10; motion carried. Motion by Kelly with a second by Doug to approve minutes from July 24; motion carried.
2. Next monthly meeting: Monday August 28, 7 pm.

Old Business

1. Committees
 - a. Containers/boxes - Will had sent a quote from Rice to get the 1.4 oz boxes - the quote was high for 10,000 boxes; Will said maybe it is worth buying more to get a lower price. 20,000 boxes is 32 cents instead of 55 cents. For the CBX2, it's not much more to buy 20,000 than to buy 10,000; there will be a setup charge. Will asked Mike Moore the price being charged to dealers. Mike said 1.4 oz \$350 of 1400/case and 1.5 oz \$212.50 of 850/case. Mike asked if



there is a price difference for 40,000. Will said he did not get pricing for 40,000 but he can ask, and the group can discuss it at the next meeting. John said he has seen bills for containers so he knows they are being shipped from Bacon.

b. Sales & Fairs -

- i. John said the Cheshire Fair just ended, and Doug and Kelly pulled it all together and made the booth very successful. Also James Gove and Heidi Bundy were involved, and Charlie handled the trailer. Kelly said she kept track of the weather and will make notes of all of it. Thursday, Saturday, and Sunday were “pretty amazing”. The Fair experienced record gate numbers on Saturday. James and his cotton candy and the ice cream pulled people into the booth. They did not give out a lot of samples, but people who sampled did buy. Sales totaled \$8666, up about 20% from last year, mostly cash with some cards (which will have card fees). John and Heidi Bundy’s husband walked outside the sugarhouse and sold cotton candy to people walking by. They sold out of ice cream with just a few people who came looking for it after it was gone. A lot of cream and mustard were sold - mustard sold out by Saturday so James brought some more on Sunday. Deb Locke made individual medium candy leaves for sale that went in a bucket by the register - they sold out; Deb said that was double what she sold last year. Stephanie had asked Christa from MAC to join the call to make sure paperwork and payments are handled so producers can be paid as quickly as possible. Deb said to be sure to hold out money for Deerfield. Kelly asked about product sampling - is a producer paid the



same commission rate? Andrew Chisholm said producers are paid the same on sampled products as on regular sold products: 80% if they are there and help or 70% if they are not there. Doug was very appreciative for all of the help.

- ii. Will said iPad 2 went to the iGuys for repair.
- iii. Christa and Kelly discussed holding out cash for Deerfield. John said the money should not be sitting in the trailer until Deerfield - Christa said maybe whomever is heading up Deerfield can hold that cash. Deb said it should be a Board member. Christa said the bank will not allow a larger deposit than \$5000 per month without a fee - there is a fee of 25 cents per \$100 over the \$5k. Christa said the bank said the Association could change the type of account that it has to a different type of Business account, which might allow them to avoid these deposit fees. Deb said the Association needs to be careful about money in the bank because they are a nonprofit. Andrew said he had requested to have fees reversed last year; he doesn't think it's worth it to change the account for this one month a year that the fees would be incurred. Kelly asked again how much should be held back for Deerfield and The Big E. Andrew said there is an office at Deerfield that can give change. He usually did \$300 or \$400 in each of two registers. Andrew said cash is not needed for The Big E.
- iv. Kelly will email the inventory and balance sheets from each night to Christa. Deb is asking for a copy of her sales info; Stephanie confirmed that Christa will send the info to each producer; the Board agreed it is a good idea. Kelly said there is a small issue where some of the items



in Square are different from what is actually sold - especially candy. And ice cream had to be created three times in Square; needs to be resolved before the next Fair. Kelly said there will be other products at Deerfield that were not at Cheshire.

- v. Andrew said if they are going to keep doing ice cream at Fairs, they need a state meals tax ID and a handwashing station and wastewater disposal station and plan; he said Amy might be able to help with that since Journey's End was contacted for the same issue. Andrew said he "went to battle" with the state about cotton candy last year - he was able to convince them it has only one ingredient. John said it probably could be done at Cheshire because there is a sink and drainage there but probably could not be done at Deerfield or The Big E.
- vi. John said he will help with getting info together for The Big E and is hoping someone else from the Board can help with Deerfield (or vice versa). Will is willing to help at Deerfield (Sept 28-Oct 1) but can't be there for product check-in, and Kate is willing to be there on Saturday Sept 30. John asked if there is a list of who helped there last year; Mike said they take product down before the fair so could help with checkin if needed, and they are planning on working some of Friday. Amy said she will be there to help count people out at the end. John asked if she could help with check in; Amy said she can't. Deb will be there spinning candy. Amy listed the producers who have helped in the past. Andrew said there are two registers, two people per register, three shifts per day. The people selling product are working and getting samples so they are not available to run the register. Amy said one of



her daughters usually runs the register on Sunday. Mike said Cheryl has run the register in Hopkinton so she could probably do that as well. Kathleen Atkins said she has run the register for a few days as well. Kate said she can run the register on Saturday. Andrew said they have hired people in the past for the late night shifts. Doug said he could probably come down on Friday and Saturday, and he is willing to contact potential volunteers. John asked MAC to put out a call to members to run the register; Stephanie can create a table or spreadsheet and send info to Doug to contact volunteers.

- vii. Stephanie asked about Lancaster and Sandwich fairs - Will will talk with someone from Lancaster and have an update later in the week. Deb (not the Association) will be at the Sandwich Fair.
- viii. Stephanie gave an update on speaking with Lynne from Champions of NH at The Big E; Lynne was a great resource and is looking forward to very clear communication with the Association. Lynne said the hardest days to staff are the first Friday September 15 and the last Friday September 29. Also Friday September 22 is New Hampshire Day so that is a good day to have producers working the booth. Cindy Westover is willing to help take product, and Dave Westover is available to work on New Hampshire Day. Another member (John - Mark Lippe?) is willing to help at The Big E. Stephanie said that Lynne said there is UPS delivery every day so things like cotton candy or nuts could be shipped. John and Stephanie will connect on Monday 8/14 to start discussing The Big E.



- c. Website - Kate said they are working on drafting an RFP and looking at RFPs from others as a sample. They think they will have a draft for the next Board meeting. Kate confirmed with Loud Canvas that the Association will retain ownership of the content on the site. Kelly said the goal is to maintain as much of each member's data as possible during the conversion. Kate has all of the logins needed to pull files. Stephanie will reach out to Josh Marshall's office again since she has not heard any update. Kelly said she and Kate and Stephanie have compiled a list of possible developers to contact with the RFP. The committee will meet again on August 16.
- d. Budget - John, Doug, and Will will help with the committee. Stephanie will share the Q1 and Q2 reports from Freedom. Roger Somero asked if the Board would be willing to bid that out to any other company; he also asked what the "company from New York" does - Stephanie discussed what MAC does and John provided more detail. Roger said he has a relative who is a CPA. He dropped off the meeting. Andrew said Roger has been asking for years about being the Treasurer. Andrew asked about if MAC is an actual Board member; Stephanie said we would have to review meeting minutes. [Secretary's Note: From the Minutes for the Board Meeting on December 15, 2021, "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."]
- e. Education - need members - Kate met with Mike Smith, the new AITC director. They discussed maple resources available to teachers; she will discuss Specialty Crop Block Grant funds available. He would like to put together an advisory committee of teachers who are doing ag in the



classroom to help promote it more in the future. AITC is moved under the UNH Cooperative Extension umbrella. Kelly asked Kate about talking with Dale about becoming a member of this committee - Kate said she did contact him, but he did not commit yet. He is busy finishing up the Felker award. She will stay in touch. Roger asked if Mike or anyone else involved with AITC would do an event for homeschoolers - Kate said Roger would have to reach out to Mike directly and she can get him Roger's contact info. Andrew said he can help if Roger wants to get in touch with Andrew.

2. Grants

- a. SCBG - Stephanie discussed ongoing promotions on radio, digital, and social media. Stephanie needs help with the grant money earmarked for AITC, Extension (Andrew said Steve was working on restarting the maple school this October? Will will get in touch with Steve), a "maple map" app, and development of video content - John might have a videographer.
 - b. Acer - Stephanie said the contract was signed with the State of NH and with FEAST Global; Stephanie will contact Adam again. John said the whole Board will participate in meetings and discussions initially until they have a better feel for work to be done.
3. Maple Museum dissolution - tabled until next month. Doug said Mark is trying to get a group together to do inventory again. Sue needed a dollar value for something - Mark had done an inventory and gave it to Bruce Bascom to give to someone in Vermont to give to Sue - possibly for insurance purposes. Mark is all for combining the two when the time comes.
 4. Logo trademarking - Kate has been doing research; the Association needs to make sure no one has a logo that is similar since the trademarking cost of \$250 is



nonrefundable. John asked Andrew about the research - Andrew mentioned research from Lila - Stephanie had forwarded Lila's email to Kate already. Andrew asked which logo would be trademarked - Will said the one on the candy boxes or jugs ("the old man of the mountain"). Andrew said he thinks that is an easy trademark to go forward with and know that no one else has it. Kate said it does not say "New Hampshire Maple" - it just says "New Hampshire" so she thinks the Association should do its due diligence to make sure no one else is using it; she is willing to submit the logo to the database to check it for duplicates; the Board agreed.

New Business

1. SOQ and organic certification for the fairs - Will reviewed Association minutes from years ago when the Board changed the requirement to make SOQ a requirement for selling at the Fairs. Will is wondering about making the requirement SOQ or organic since organic certification is more stringent than SOQ. If a member can pass an organic certification, Will said SOQ is probably a given. John, Kate, and Kelly agreed. Will asked Dave, who said the paper trail for organic is much more stringent. Motion by Will with a second by Kelly to update the requirement for producers who sell syrup at the Fairs to be either SOQ or organic certified; motion carried. Will said it could also apply to the FEAST Global contract too. Dave said if the Bylaws are ever updated, this should be added - rather than just a vote from the Board. John said there should be a committee on Bylaws. Deb said she didn't think the state offered organic certification anymore; Will said the state does not, but there are third-party certifiers.



2. Officers and Directors policy - MAC needs to finish getting info to the insurance company to be able to calculate the cost.
3. NOFA-NH TOPP program - NOFA-NH received its grant funds and will partner on the Association's Winter meeting and one more event in the next year, which could be virtual or part of another program partner's event; Will suggested maybe they could be part of Maple School; Stephanie said NOFA sent info about their Mentor/Mentee announcement, which they asked to be sent before the end of the month so the MAC team will send an eBlast this week, will include in the eNews next week, and will send another eBlast the week of August 21 and 28.
4. NHMPA Social Media contact - MAC creates all posts and needs someone from the Board to double-check content before it is posted. Will and Kate will review the posts, and Kelly will look if Will and Kate are not able. Stephanie will ask Lila to send the materials to them.
5. Document pickup from Freedom Accounting - There are old files that someone needs to pick up from Freedom Accounting at 500 North Commercial Street, 3rd Floor, 302A, Manchester (M-Thurs 730-5). Dave's wife Edie is in Manchester three times a week and can pick them up.
6. Other business?
 - a. Andrew said he has been watching and enjoying the meeting. He said it is good to see volunteers on the Board coming out. He has some concerns he would like to address. He consulted with Terry Knowles, former assistant director for charitable trusts with the NH Attorney General, currently on the Board for the National Association of Nonprofits and NH Association of Nonprofits and NH Historical Society. She is a friend of a friend. She gave some advice that he is going to pass on to the Board. He shared with her the



Meeting minutes from 5/31 - Andrew said the Board changed them drastically; the minutes are a legal document. Robert's Rules says you can make corrections, not changes. Andrew said Terry said that opens you up to one of those two holding you liable for holding them accountable for the reason the Board voted no on the grant. Andrew said Terry said it would be appropriate to return the 5/31 minutes to the original minutes. Andrew quoted how John had handled the review of minutes from 7/10 and 7/24 earlier in the meeting. Andrew said you have to approve the minutes that the secretary put out; you cannot add things or make changes, but you can make corrections. Andrew said Terry said the Board has a duty to approve the minutes at the beginning of the meeting, but there is no other choice; you can't reject them, you can't change them. Andrew said Terry is a maple producer and is happy to do some digging for the Association. John said they will use it as a learning experience. Andy is asking that the revised meeting minutes from 5/31 be deleted and reinstate the original minutes. John said he wants to look into it in more detail; it wasn't done maliciously. Andrew said Terry said the Board is in jeopardy for putting the Association at risk for litigation. John asked Andrew for Terry's contact information.

- b. Andrew said Will Streeter put the CDL logo on the Association email for the Summer Meeting. Will said he did not put it there - he was asked for it. Terry said that is a violation of duty and loyalty and 501(c)6. The fact that no other dealers were given the opportunity is not good. Dave said he was asked if he wanted to have his logo presented for providing dessert, and he said no. Will said CDL offered to provide the food. Andy said Terry said the Association could lose its tax-exempt status for doing something like this. Andy said being



on the Board as an officer means you don't have the luxury of saying you didn't know. John said they will use it as a learning experience. Andrew said you are "in the clear" if you're making the same opportunity available to everyone [all dealers].

- c. Regarding the candy boxes with Rice Packaging - Andrew said Ben Fiske still owns the dies and the Association will hear from Ben Fiske if he finds out there is a box order done that wasn't through him. Will asked if Bruce Bascom is getting his boxes from Ben. Andrew said he thinks Ben reached out to Dave at a regional meeting the last time boxes were done. John said thank you for the information.

Motion to adjourn by Will with a second by Doug.

Meeting Adjourned at 9:33 pm.

Respectfully Submitted,
Stephanie Kelly, Morning Ag Clips