



NHMPA 12/14/2023 Monthly Meeting Minutes 7:00 pm via Zoom

Members Present: Andrew Chisholm, Dave Kemp, Christa Campbell (Secretary/Treasurer), Kate Ziehm(MAC) Members present: Bill Cheney, Stepfan Lillios

Members Absent: Chris Olsen

Meeting was called to order at 7:03 pm by Andrew.

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

1. Minutes from October 23, 2023 - There were no corrections - approved
2. Next monthly meeting: In person at the Annual/Winter Meeting., January 27, 2024

Old Business

1. Committees
 - a. Containers/boxes - Bacon was behind in billing for November. Andy thinks he has more to approve. Christa advised that Bacon forgot to send a couple of invoices to NHMPA for payments, they will still honor the 10% and 2% discounts on those late invoices. They are now all set, paid, and invoices sent to dealers. Bacon has nothing else to bill NHMPA. Bill has nothing else as well. Andy is hoping more go out after the first of the year to restock everyone for maple season. The new CBX3 candy boxes shipped out from Rice Packaging, on December 27th to Mike Moore for the reserve. It is a pretty sizable order, about 80,000 candy boxes. Once Andy gets the final bill,



he will be sure to get the cost to everyone. It will be a lower cost than in the past, the association will make about \$.05 per box.

- b. Sales & Fairs - The fair signage is getting pretty old and brittle, this was discussed at the last meeting. We were going to get some updated signage to be used at Deerfield. We did the Farm Forest at Deerfield, it was like a mini version with the same producers who contributed. They sent a sign-up a couple of days ago and put NHMPA down as participating. It is May 2-3, 2024 at Deerfield. Can use ACER grant funds to get new signs for Deerfield. We do not have the final numbers from Lynn. Christa advised we had not received the final numbers from her. Deerfield Fair- profit was about \$5,800.00. There was close to \$5,200.00 written in checks to members who contributed products to the fair. He thought that was good for the membership that showed up there. We should be closed out for fairs for 2023 and move on to 2024. The first fair we will participate in is Farm Forest at the Deerfield Fair. It is sponsored by the Department of Ag. Farm Forest did waive our fee for participating, we will be doing some advertising on the radio stations that we would have normally but will change the wording for Farm Forest Expo. They agreed to count that as our contribution as the fee, NHMPA will not be spending any extra money.
- c. Website/Social Media- There is grant money in the ACER grant to be able to produce an app for the association. The budget is \$10,000 which is not enough to do a stand-alone app. Andy reached out to an app creator company to find out how much it costs to do a stand-alone app, they advised about \$20,000.00 - \$30,000.00. Another solution would be to have a subscription app which would be \$8,000.00 per year. NHMPA cannot commit to that, as



the grant may not be renewed. Plan C would be a website that would be on the NHMPA website as a page and look like an app. The deadline for that would be before the winter meeting and funding for that would 100% come from the grant. Social Media- the outreach to producers in the state. It was discussed at the October board meeting to create an email for social media and put it out to members, we had about 4 responses. Lila sent Andy the names of the 4 who wanted to participate. He is mainly looking for members who want to tell a story (who they are, where they are from, and what they do for New Hampshire Maple). Andy would like to see more interest in it. He will mention it again at the winter meeting. There is potential for the ability to feature some who have a unique story in New Hampshire Maple. Kate asked if we could come up with a few questions for people/members who can answer them and we could reach out for a picture. The more candid the picture is the more faces in the picture the better, it ties into the grant. It is what Marianna and Andy would like to see when they are talking about and trying to sell NH Maple.

- d. Budget - Christa, Kate, and Andy put together the budget and sent it to the board. The board has to approve it to be shown to the members at the annual meeting. Dave did not receive it in time and needed more time to look it over. He will send approval or any questions via an email to Andrew and newhampshiremapleproducers@gmail.com. The change to the budget would be a grant, which is put in as a line item to be transparent to the membership for what the association is spending for the grant. However, Andy mentioned to Kate and Christa that there is a difference between what the membership and the board have to approve. The board and the membership have to



approve association spending of association funds. Funds are from container sales and membership dues. The grant is guided and directed by the USDA so NHMPA is under USDA guidance the way it is spent and utilized. The grant is overseen by USDA. We are showing a slight loss, same as last year. It is the administrative part of the association which is the secretary and treasurer. As we go through the year that loss is made up from grant funds, the grant reimburses NHMPA for those losses for secretary and treasurer work. We are operating under 2 grants. Andy would like to have it approved to be able to go to the membership at the winter meeting. Dave can look it over and send Andy an email with his vote. Maple moth advertising will be shrunk down a bit, there really has not been any drastic changes from years past. Dave advised we really need more board members and a good push. Andy has about 4- 5 interested, possibly at the annual meeting. Shawn and Kathy at this board meeting have expressed interest. Shawn confirmed, yes, he will step up.

- e. Education - Dave mentioned that the North American meeting was in southwestern MA in October. One thing that came out of that was that the members came up with a one-page manual for sugarmakers. It can be downloaded, and add a logo to it by the member states. It can be used as an educational enticement with a link to the online maple manual. One line item for the grant is educational, this would fit. Andy will look for it when it comes out. Need more educational material out to members, all from grant money. Should use 2024 to get more out. Marianna and Andy from Feast Global have expressed interest in wanting more of the nutritional content of maple. Cornell, UVM, and UNH have educational materials that they have put out. We



can work with UNH as they have an ACER grant as well. Andy sent Christa an email from Nick, the past president, they are past files. Andy will resend as they were unable to be opened.

2. Grants

- a. SCBG - talked about the app. See app discussions in the “Website” section
- b. Acer -Video budget. Andy is working with Orca Promo, who did a video from 3 years ago that Town Square is using. It is the highest click-through and completion rate that Town Square has ever seen, it has a 99.9% completion rate. That means everyone who watched it clicked and watched from beginning to end. The video was made for free, this time he will be getting paid out of the ACER grant, under the video portion of the budget. We will get 8-10 short videos or promotions, then the 45-second video that is the goal of the grant. It should be ready before the annual meeting and we can use the videos on maple month and throughout the season. Marianna and Andy are back from taking samples to India, Mike More provided them as he has all the FedEx and UPS accounts to comply with all the shipping requirements. There were no problems through customs, Mike sent glass, plastic, and all sizes and shapes. Marianna advised there may be 3 very strong buyers. They will speak at the annual meeting. We have Josh Marshall, Commissioner Jasper, MAC, TownSquare Media, and Feast Global at the annual meeting.

Maple Museum dissolution - We will keep it as is for 2023. Possibly the Museum will be dissolved in 2024. Andy has an email out to the current president of the museum, it has been a few weeks since hearing back. It is in



their best interest to dissolve. Gene will still connect with the Maple Museum president.

3. Logo trademarking - No new updates. Still working on that. NHMPA owns die on the new candy boxes, we do not need to go to Ben Fisk on those. Will continue to look at the logo trademarking when there is less going on, possibly after maple season. Mike Moore has had the trailer for the last 2 months. He sent pictures and updates of it, he totally emptied it out, put up shelving, put in plastic boxes and nice shelving, and everything is off the ground. He took it to Tilman's to be sure it was a good trailer, and worth having a small investment in. Andy sent the size and dimensions to have it wrapped with the logo and look exactly like a bottle of syrup. On the bottom of the bottle, it will say Maple Weekend is the 3rd weekend of March and say New Hampshire Maple Producers Association on it. The trailer goes everywhere we go, so it made sense to have a name and logo on it. There are the funds to do it.
4. Officers and Directors policy - Plan has not been instituted yet. The insurance company needed more information if the Maple Museum would be included on this policy. Christa had sent the update that was received from Travelers Ins. excluding Maple Museum. The policy is \$377.00 for 1 year. Andrew asked Dave if he would like to approve. A vote needs to be made if they will institute this policy. Andy is on the fence about having this policy. Dave mentioned that we are 2 to 3 board members and maybe revisit when more board members come aboard in a few weeks. Andy agreed we can add it to the agenda.
5. 2024 Membership update - membership numbers right now are at 102. Christa has a small handful to process today, another eblast is out. Christa advised there is another treasurer's report out. We do have the funding, Andy mentioned we should be good and there should be a quick turnaround on the candy box orders from



dealers. Andy said there are a lot of members that renew in Feb and March and even more at the annual meeting.

6. 2024 Winter Meeting arrangements - Carlisle award is all set. There are quite a few eligible for it, roughly 38. The space is set, the same buffet as before. Speakers mentioned in "Acer Grant" above. Need another speaker, possibly on the topic of invasive species, the long-horned beetle, which is in MA now. Andy is to look into IMSI's speakers, still searching. Things to be discussed: new candy boxes, new promotional videos, new advertising videos, marketing campaigns, grant information, container update(problem regarding containers not out in 2023- containers are low, okay as the grant numbers will be lower). Kate advised that NHMPA should have another speaker, she mentioned Mike Farrell in VT. Suggestions were Doctor Tim Perkins? or Abby Vandenberg is retired but still active in maple. Andy will reach out to her again but has not been able to connect with her. Dave suggested Maple History.org. He has a lot of good stuff, a good historian and a good writer, but he is not a good speaker, he talks about reverse osmosis. Can pay travel expenses with a line item of grant for travel and education. Christa will have the budget up on the projector.

New Business

Motion to adjourn by Dave with a second by Andrew.

The meeting was adjourned at 8:15 pm.

Respectfully Submitted,
Christa Campbell, Morning Ag Clips