



## NHMPA 10/23/2023 Monthly Meeting Minutes 7:00 pm via Zoom

**Members Present:** Andrew Chisholm, Dave Kemp, Christa Campbell (Secretary/Treasurer) Heidi Bundy, Eugene Chapedelaine, Deb Locke, Rick Vincent, Bill Cheney, Alisha Adams.

**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 September 25 - There were no corrections
2. Next monthly meeting: Monday, December 11, 2023 at 7 pm.

### **Old Business**

1. Committees
  - a. Containers/boxes - Andy has been in touch with Rice Packaging and sent samples of candy boxes (the CBX2). Mike Moore has 15 cases of CBX3 packages which will see the association through the end of the year. 40,000 CBX1 boxes will be ordered. Andy explained that Rice Packaging will give the association a deal on dye by purchasing CBX1 and CBX2 boxes at the same time, which he agreed to. He is awaiting a quote from Rice Packaging. Containers- Five pallets of quarts, 80 cases of gallons, and 60 cases of ½ gallons recently went out. Awaiting reimbursement from dealers before making the candy box order. Candy box price was able to be pared down to 35 cents per box, but was awaiting a revised quote from Rice Packaging for an



exact number. 28-29 cases of CBX1 boxes which could potentially be a two year supply's worth.

- b. Sales & Fairs - Regarding the Big E: Not closed out yet. Numbers from providers are not into Lynne yet. Total sales are not known yet. Andy found a discrepancy between the price of Big E booth space between last year and this year (120 sq. ft. in 2022 versus 211 sq. ft. in 2023). Further investigation by Christa and Andy will be done to see why more was paid this year.
  - i. Regarding Deerfield - Broke the income record: \$73,600 in sales over four days. A little over \$56,000 went to members who provided products, \$3,900 to Deerfield Fair Association for space, and \$1,000 dollars for credit card fees, etc. Andy was overall very pleased with Deerfield Fair. There are about 4,000 bags that were purchased for cotton candy last year but were not the right kind of bag for cotton candy so the correct kind were purchased from New England Pretzel. Debra Locke recommended donating the mispurchased bags to a food pantry and also recommended stocking up on bags for next year's fairs. Christa asked about inventory. Andy said that two cotton candy machines had issues that will need tending to, potentially by New England Pretzel. Debra brought up how one machine was worked on last year and the cost was \$2,300. Debra also brought up maple cotton candy/popcorn signs which could be updated using funds from Acer Grant. Andy agreed it would be worth looking into.
- c. Website - USDA denied funds for the new website. The goal is to have a mobile app for people to use as they visit sugarhouses and money is still



budgeted for this project. Andy reached out to a web company that said they could do something like that. \$10,000 in the Acer Grant was budgeted for this which is on the low side for a mobile app according to the web company. Andy would like to have work on this going before the maple season although it does not need to be done by September 2024. Debra brought up disappointments she has had with the content of the NHMPA social media accounts, namely the lack of a local, New Hampshire focus on them. Andy agreed and said that discussions have been had with the Morning Ag Clips representative who does social media to make it more NH-focused. He felt this is an area that can continually improve. Debra suggested having brighter colors and fall themes right now to improve posts. Andy suggested having producers send pictures that can be used for social media purposes. Alisha asked whether there was a possibility to use grant funds for more boosted posts. Andy said there are funds that could be used for that.

- d. Budget - No updates from Andy.
- e. Education - No updates from Andy. Meeting with Feast Global is upcoming.

## 2. Grants

- a. SCBG - See app discussions in the “website” section
- b. Acer - Andy is holding off on sending Feast Global product samples to India to determine how to operate this project and provide equal opportunities for members to participate. Andy was going to be meeting with Feast Global and other MAC members and was planning on highlighting that the priority should be on sales that have a residual effect on New Hampshire. Value-added products will be available to participate in this grant.



- c. NOFA-NH TOPP - NOFA would like to speak at the NHMPA Winter Meeting in exchange for offering NHMPA financial help via a grant. However the NH Ag Advisory Board recently uninvited NOFA from participating in anything in NH. Due to this and other trepidations members have about organic certification programs, it was decided that NOFA should not participate in the Winter Meeting. Christa asked about who might be present at the Meeting instead of them. Andy mentioned a VT Forester Ethan Tapper and another person who speaks on image and branding as potential speakers. Wendy from Town Square Media and Feast Global representatives are confirmed as speakers.
3. Maple Museum dissolution - Eugene Chapdelaine expressed interest in taking the lead on this venture. Andy and Gene will connect with the Maple Museum president.
4. Logo trademarking - No new updates. Tabled until next meeting.
5. Officers and Directors policy - Plan has not been instituted yet. The insurance company needs some more questions answered, including the question of whether the Maple Museum will be included as a committee, and then a quote will be sent.
6. 2024 Membership update - The Membership letter was written by Andy. A link will be posted on the website for members to renew their membership. Christa is working on printing materials. Christa asked about if there would be changes in dues. Andy stated that he feels dues should be raised soon, but that it should be done next year so no changes will be made for this coming year's membership dues. Christa planned to have membership letters mailed by November 1st.
7. 2024 Winter Meeting arrangements - In addition to what was talked about in the NOFA section above Andy asked about how to verify who is eligible for the Carlisle



Award. Alisha said Corrina Peterson from the Seal of Quality office should have a list of producers who won at the fair

### **New Business**

1. Other business
  - a. Farm Bureau Annual Meeting donation discussion- Andy was unsure of what was done last year. Dave was concerned about a non-profit donating to another non-profit being perceived poorly. It was agreed to not donate to the Farm Bureau Annual Meeting this year.
  - b. New Board members- Alisha explained that she cannot commit to being a full-time board member at this time.

### Miscellaneous

- a. Bill Cheney asked if the website has a container dealers list. Christa explained where to find it and agreed to change the heading to “Maple Container Dealers” on the website for easier access.

### **Motion to adjourn by Dave with a second by Andrew.**

The meeting was adjourned at 8:28 pm.

Respectfully Submitted,  
Christa Campbell, Morning Ag Clips