



## NHMPA 2/6/2024 Monthly Meeting Minutes 7 pm via Zoom

**Members Present:** Andrew Chisholm, Dave Kemp, Shawn Atkins, Chris Hicks, Gene Chapdelaine, Christa Campbell (Secretary), Kate Ziehm (Morning Ag Clips), Heidi Bundy, Barb Patch, Ryan Sheehy, Eric Ohlenbusch, Rick Vincent, Bill Cheney.

**Members Absent:** none

Meeting called to order at 6:30 pm by Andrew Chisholm

### **Approval of Prior Meeting Minutes/Upcoming Meeting Dates**

- A. January 27, 2024 minutes – Motion to approve minutes from previous meeting by Chris with a second by Shawn; motion carried.
- B. Next monthly meeting – Talked about pushing the meeting out past Maple Weekend, Tuesday, March 26, 2024, at 7 pm via Zoom

### **Old Business**

- A. Tucker Mountain Challenge Donation to Ag in the Classroom donation- (Dave reached out to CDL, and Will has contacted the major people in the company but has not reached back out to Dave.) Agreed to \$1000.00, possibly doing an RO for next year. All are in agreement.
- B. Regional Meetings- waiting to hear back from Stuart and John's and Dave Fuller. Andrew was contacting Will Streeter to see about the Remick Museum Once he has everyone contacted, he will set out dates. Andrew mentioned the more board



members at the regional meetings the better. He is thinking near the end of February.

- C. Governor's Tapping- March - Andrew spoke to Chris Hicks today, and asked if anyone has any suggestions for a governor's tapping. Chris Hicks talked about a maple introductory program in association with the Historical Society in Plaistow. They just started a homesteading group, they would love to do that as well as the governor's tapping, there could be 35-40 taps right in the town square, tons of parking, easy in easy out. Andrew explained we send the invite through Commissioner Jasper's office who would reach out to the Governor. NHMPA gives the commissioner 2- 3 options. Still need another backup plan. Dave said that Darrell mentioned at the meeting that Ben was going to ask if the governor would like to have the tapping at his new location, even though they had it there 2 years ago. Chris Hick's idea is a great one, Ben Fisk would be another good one. We could send it out to the membership to see if anyone else would like to host. Depending upon the location, we would need to be able to accommodate roughly 200 people. If at Bens roughly 130. Andrew asked if someone on the board knows, it does not have to be a sugarhouse.
- D. Andrew make a suggestion that the 2 we send to the commissioner be Ben's in Temple and The Plaistow Maple Society to be presented to Shawn Jasper's office around February 20th: seconded by Gene, all in favor. We are in need of buckets as well. Kate asked if they would like MAC to send out an eblast asking if someone would like to host the Governor. Lister Academy(Christine Stillwell) was a suggestion from Chris Olsen, they received a grant a few years ago, has parking, kids. Portsmouth seacoast might be a good choice for the governor. Kate suggested Proctor's Academy as well.



E. Maple Museum- Andrew reached out to an attorney who specializes in 5013c. She said we are on the right track. She will reach back out to Andrew for the schedule of costs to get this done. Andrew will get a schedule out of the timeline and the costs before the next board meeting. This would be step 2 or 3, and steps 3 or 4 would be the next steps in working with Sue Folsom on the treasurer's information. Andrew liked Dave Kemp's idea of the cog railway, Dave sent an email to Brad, Wayne's brother, and is waiting to hear back from him. Christa advised she reached out to Sue Folsom, she will get back to us as soon as she can.

### **1) New Business**

- a) Update the bank account to remove Stephanie Kelly from the TD Bank account. Stephanie Kelly is no longer working for the association. Andrew was voted on January 27th board meeting and will need to be added to the TDBank account as well. Andrew made a motion to remove Stephanie Kelly and add Andrew Chisholm, seconded by Shawn: all in favor, motion carried.
- b) Ryan Sheehy is on the meeting tonight, and Andrew met with Townsquare right after the annual meeting. Ryan has been working with NHMPA as the lead regional marketing expert with Timesquare and has been working with NHMPA for the last 2 years, he expressed interest in Maple and is now a member. Ryan has offered to be on the board, he has ideas and feedback on connecting the 2 websites. Discussion was made about the potential of Ryan joining the board and the website's potential. Andrew made a motion that Ryan be on the board, seconded by Chris Olsen: discussions were if it is a conflict of interest. Andrew explained that the conflict of interest in the bylaws does keep NHMPA above. Andrew asked that when the board



discusses any information that recluses himself he remove himself from the discussions. All in favor of adding Ryan Sheehy to the board; all in favor; approved. Andrew advised this is a full board now.

- c)** Web update- There is a ton of potential. Ryan suggested getting the 2 websites linked. Google looks at the reputation standpoint. From a consumer level, the maple producers website was very confusing. You are building a brand, and it will be easier to have a QR code, a lot with the new NHmaplemap website will be a major tool for the association to work more efficiently. Ryan has a very long marketing and analytics background and can help with future markets. Ryan advised NHMPA brand is premium. ON the new website, there are rotating spots at the top and bottom of the page where there could be revenue at roughly \$120,000.00 in having sponsorships on the website. Discussions were made on Ryan's ideas. Barb Patch asked if there was some way to connect with Maria at the Dept of Ag. They send out farm directory maps with apple producers, hard cider, etc. - why are sugaring people on those directories in rest stops, hotels, etc.. Andrew would like to put the QR code on the map to link it to the website so customers can find a sugarhouse. It makes it easier to have a digital map so it is easier to update.

- d)** Any other discussions:

Chris advised Lister Academy in Portsmouth, needs to be involved.

Feast Global is putting out a calendar for the next 12 months, not set in stone- she discussed a food expo that is specifically mentioned in the grant. She is thinking of NY or Vegas because they have a big Asian market that comes in the Vegas show. They are going to Columbia late this month.

Hydrometer testing, Andrew advised he has a conversation with Connie.



Maybe Connie can do that when she does the quality seal testing. Onsite is Conway. Barb suggested doing a hydrometer clinic at the next annual meeting. It is a good way to draw more participants. Gene thinks there she be a thumbprint on this. Andrew thinks it is a good idea to have it at the annual meeting as well. Andrew would like to have a conversation with Connie to see if that is something she wants to offer across the state.

Motion to adjourn by Andrew with a second by Rick Vincent; motion carried. Meeting Adjourned at 7:27 pm

Respectfully Submitted,  
Christa Campbell, *NHMPA Secretary, Morning Ag Clips*