



NHMPA 3/26/2024 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, Ryan Sheehy).
Non-board members present: Richard Menge.

Members Absent: Chris Olsen

Meeting called to order at 7:03 pm by Andrew Chisholm

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- A. February 6, 2024 minutes – Motion to approve minutes from previous meeting by Chris Hicks with a second by Shawn; motion carried.
- B. Next monthly meeting – Tuesday, May 7, 2024, at 7 pm via Zoom

Old Business

- A. Update bank account -remove Stephanie Kelly from the association bank account - Christa removed Stephanie from the bank account, added a debit card for Christa, and also added Andrew as a signer on the account.
- A. Regional meetings for 2024–Andrew held one at Stuart and John’s at the beginning of March. Intervale Farms Pancake House (Patrick Connor) has not renewed membership and his place is up for sale. Fuller’s Sugarhouse (Dave Fuller) and Andrew were trying to set a date. There was another sugar house in the North country that was interested. Andrew is still doing them and taking it week to week. Lost Nation was another interested host. Everyone is pretty busy right now

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wrapping up their season. The annual meeting usually has high attendance, so the regional meetings have had lower attendance. Barb Partch suggested Zoom meetings, Andrew said they may be a Zoom option. Gene suggested more lead time for the meetings. With the Governor's Tapping it was hard to coordinate regional meetings, it took precedence over everything. There was a discussion about beefing up the annual meeting, a larger attendance((having the maple school , hydrometer clinic, more dealers), and moving it towards Concord, more centrally located, or Gilmanton. Chris talked about the annual meeting at the farm Expo a few years ago. Andrew mentioned more than 90% of the people are driving north to get to the meeting. Farm Forest was well attended last year, NHMPA opened the sugar house for it, they will do it again this year. Ryan asked what the mission is of the annual meeting and the regional meetings. Andrew discussed the different boxes that get checked off(governor speak, Carlisle award, Townsquare Media, guest Speakers, etc) for the annual meeting and the regional meetings are a shortened/condensed version of the annual meeting. At Alisha's/Stuart and John's regional meeting, \$150.00 for hosting, was possibly not worth it as attendance was low. Gene mentioned about 10 years ago(he is not sure who put it on- NHMPA or someone else), outside of Tilton there were breakout sessions with speakers, and it was well attended. Dave suggested having recorded sessions and streaming them on the website to members only. See if there is interest with members to have these educational sessions for members only. At the next meeting in May, we can discuss this more and start working towards something a bit different- maple season will be behind all of us and Farm Forest. Meaningful content, tubing, tapping techniques, forest health, business-related, advertising, and market, maybe syrup tasting, syrup

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testing. There are 6-7 board meetings until the next annual meeting, we can start working on it at the May meeting.

- B. Governor's Tapping- was in March at Dave Wheeler's, attendance was decent about 60 people despite the short notice. Ryan, Chris, Kate, Shawn were there from the board and a dozen kids. Dave Wheeler had a group of home-schooling kids to be there but they had to cancel at the last minute. Governor Sununu will not be running in 2024, Chuck Morris was there, who is one of the top candidates. Next year the association will have more say in where to host. Governor Sununu asked for it to be at Dave Wheeler's.
- C. Maple Museum- Andrew heard from his attorney, the bylaws for the museum do not matter. The vote that took place the night before the annual meeting. The president of the museum put out a vote to dissolve the Maple Museum into the NHMPA. That vote trumps the bylaws, the articles of incorporation for the Maple Museum, NHMPA has to go by those on how to dissolve it. Christa and Sue have been working on the bank account transfer. Dave and Gene will have the committee in the association and they will move forward with that. The next steps are notifying the state, the bank account transfer, files, and the formal dissolving of the museum. We will have to do 2024 taxes as well. We are hoping to have more updates and a resolution in May 2024.

1) New Business

- a) FEAST Global update- Marianna and Andy are headed to India next week with some possible buyers. Marianna sent a 57-page document on market analysis. The report is owned by the association. Be sure to read and study it,

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please keep it within the association and do not share it outside to other associations. There will be syrup requested and shipped to India in the month of April. They will discuss how it is sent out, a recommendation would be to give the first one to Mike Moore. He really came through to the association with samples when they were requested. After that, go down the list and see who can fill them. It will be barrel orders at this time. Samples were sent at \$2000.00 per barrel, they talked about 40-gallon barrels, 4 fits on a pallet. Bruce Bascom was skeptical until Andrew told him the price of the barrels, the average would be \$43.00 a gallon, or \$4.00 a pound.. Any questions, contact Andrew and he can set up a meeting with Marianna.

- a. Survey update - to be talked about in an executive session after the meeting.
- b. Website update(nhmaplemap.com) There were 26,000 hits on the website Friday and Saturday before maple weekend. There were 6,000 hits a day leading up to Maple Weekend. Friday and Saturday it jumped up to 26,000 hits. At the time the website was only 3 weeks old. Ryan mentioned with a brand new website, having this traffic speaks volumes about what the association is doing for NH Maple. There was good feedback about the QR code. There were hiccups and issues, One in particular was a maple producer who noticed he was not on the site or map and the website developer got him up and running. There was a new search function, and the association will just keep adding to it. Gene played around with the map and thought it was a fun tool. Andrew did a radio interview with NPR 99.9, he asked if there was anything exciting happening this year, Andrew talked about the map/website, and he went onto the website talking about it live on the radio. Ryan mentioned there is a consumer-minded facing site now, not just a



membership-focused website with future expansion. More member educational content. Andrew mentioned they will be over budget on website budgets since there is the Loud Canvas website and now the Maple Map website. Loud Canvas - has reached out to Andrew and Christa as well, apologized and realized they dropped the ball. Shawn Dempsey would like to meet with Andrew, in April to discuss. Ryan has been working behind the scenes on a newer version of the member site, even if that becomes the template to modernize the site.

- c. Specialty Crop Block Grant update(SCBG)- we are reapplying, the application deadline is April 8th. Feast Global has a project that they would like us to apply for under the grant. The state budget is \$299,000.00. Andrew is hopeful, but the state budget is tight. He would like to get the same amount they received in the last SCBG, which was \$67,000. There is one more small payment left for payout to NHMPA.
- d. Discussion: Board Member stance on “hot topics” (ie: climate impacts on maple)- Every time Andrew gets a call from a radio station or newspaper, they always ask- “what is the association's position on climate impact on maple?” He never talks about climate change, the season happens early, and the season ends earlier, seeing maple producers starting in January, there is definitely a shift in the season starting earlier and ending earlier. He says it is different than when he was a kid. Board discussion: add or delete any comments. There is a changing world and we are adapting to it. Changing in seasons. Shawn mentioned a shift in the weather pattern. Ryan mentioned the responses are good. The association should not have a stance one way or another. What about the hobby producers- we are all passionate maple



producers. This time of year this subject comes up every time. If everyone agrees with his stance, Chris mentioned all members should have the same standard answers and be on the same page. Ryan mentioned adding it to the website too.

- e. Gene asked how one obtains a fleece like Andrew has on. Sunnyside/Mike Moore has them in the trailer and is selling them in their store for the association. You can get one at the association-mentioned fairs this summer and the annual meeting as well. They would need to be promoted more. Shawn suggested that all the association members who participate in the fairs all be representing the association.
- f. Peter Gregg mentioned at the Governor's Tapping that NHMPA is the largest association in the maple industry against NY and VT, and Dave indicated from ISMI, that NH is 3rd or 4th behind NY and VT.
- g. Farm and Forest show, same as last year. Deb Locke was asking for candy numbers, Shawn sold 90 bags of popcorn last year, and Andrew will be in touch with everyone. He talked to the commissioner about the maple building being off the beaten path of where the footprint is for the fair. There will be some changes.

Motion to adjourn by Andrew with a second by Gene; motion carried. Meeting Adjourned at 8:19 pm

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

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