



NHMPA 5/7/2024 Monthly Meeting Minutes 7 pm via Zoom

Members Present: Andrew Chisholm, Dave Kemp, Shawn Atkins, Christa Campbell (Secretary), Kate Ziehm (Morning Ag Clips).

Non-board members present: Barb Patch.

Members Absent: Ryan Sheehy, Chris Olsen, Chris Hicks, Gene Chapdelaine,

The meeting was called to order at 7:13 pm by Andrew Chisholm

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- A. March 26, 2024 minutes – Motion to approve minutes from previous meeting by Andrew with a second by Shawn; motion carried.
- B. Next monthly meeting – Tuesday, June 4, 2024, at 7 pm via Zoom

1) New Business

- a) **Winter Meeting** -the discussion was about moving the annual meeting to a different venue given the distance across the state, more room for the meeting with more activity. This change could lead to more participation. Barb brought up the Dept of Ag and a hydrometer class, Andrew reached out to Janice's office- they said no. He offered them a separate room. They agreed and January 25th would make more sense for them. They agreed to also have a short hydrometer class with good techniques and good practices for using



your hydrometer. Dr. Timothy Perkins was discussed as a speaker, he said he could attend on January 25th. Kate mentioned many people would attend if Tim Perkins as a speaker. Steve Roberg from UNH is going to reach out to Mark Isselhardt of UVM and possibly do an off-labors class with Mark as well. Bob Hamerlin, Tim Perkins, and Mark Isselhardt are good potential speakers. Barb advised that Janice may want to go over the Seal of Quality. Janice, Corrina, Natasha, and Allan from that office. Also, have Marianna/Andy- Feast Global. Andrew spoke to The Grappone Conference Center in Concord- he advised that it would be \$1600.00 for the main room that holds about 200 people, they would give NHMPA a 50% nonprofit discount, but it would still come out to be roughly \$26-\$28 a person for food, maybe even up to \$30.00 a person. There is the main room as well as 3 satellite rooms/meeting rooms. 1 would be set up for the hydrometer clinic, and the other 2 could be speakers or other things going on at the same time. Will Streeter talked with Andrew, he had an idea that if there are dealers there like him, he would like to be able to do a presentation on what they are present would like to do a presentation on items that they have. Possibly this could be in a satellite room. Andrew talked about sponsors, that Mike from Farm Family would donate something for some advertising time, and Farm Bureau may do the same. Kate advised that if NHMPA let MAC come up with a list of dealers that we have connections with, allow them to buy a table, and have a sponsorship with a program. Possibly it may pay for itself or even be a bit of a money maker. The first year would be a little bit more to get it going. Maybe a sponsorship for food or beverages in exchange for advertising. MAC will come up with a package and present it to the board. Andrew said it may

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be roughly \$5000.00 for the meeting itself, not including speakers. Barb recommended having Baystate there and an agenda with sponsors or advertisers. Andrew mentioned sponsor table toppers. Barb mentioned the survey. Dave mentioned the bylaws, the newly elected board needs to meet within 10 days and he mentioned letting everyone know that the format will change, it will be a blogger and better event with no more regional meetings. Possibly having some of the meeting sessions on the website to be able to be reviewed later. Discussions regarding marketing and social media sessions. The Carlisle Award was discussed, have Steve and another possible judge. Barb asked how someone qualifies to win the Carlisle Award. Send information through the enews or eblast to remind people of which fairs you can qualify for. Discussion continued.

A vote to change the venue to the Grappone Center - Dave motioned- Shawn seconded. We will send them a deposit. Andrew will send Christa the contract.

Andrew will send a small commission request to Christa for Heidi Bundy.- Heidi reached out to Andrew about a month ago, she is cutting back and would like to end doing containers.

2) FEAST Global Travel Dates:

June 11- 14 in Miami

July 31 - August 1 Boston

August 13 - 15 Columbia

Shawn, Barb, Andrew - Boston. Andrew India. Miami?

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NHMPA will be sending samples to all travel dates, Marianna will have everything set up, they would like face to face time, why NH is different and what sets them apart and close the sale. Feast Global let Andrew know that USDA is looking at what NHMPA is doing. Marianna states that USDA is very pleased with the progress that NH has made with this grant. The plan that was presented to USDA was a very good plan, the trade activities are required, 2 are required but NHMPA will have 3 or 4. NHMPA is way ahead on what they expect. Kate thinks that there should be good representation in Miami, she wants people who are good at speaking, telling a story, and effective at telling the story, a unique story. Boston- looking for 4-6 members to go. Shawn suggested having a meeting with that group of people to go, so that everyone is on the same page. Barb suggested that everyone who is representing NHMPA should have the same shirts. A nice collared 3-button polo shirt. Andrew will look into having them made up. Who can go to Miami? Barba suggested a bit more notice for samples. After speaking with Marianna, have another short meeting to discuss.

3) Heidi Bundy is cutting back, she reached out to Andrew a month ago and is not interested in containers. Andrew will send Christa a commission sheet to pay Heidi. Andrew will look for another dealer near Heidi and meet with Heidi to pick up inventory and boxes.

4) NH Farm Forest- and fairs- the Big E would like booth space 50% (Mike Moore said Farm Forest was more about networking, he enjoyed the day). NHMPA will be at the Big E. Andrew will need some help as the Big E and Deerfield end around the same day. Cheshire



Fair- we can talk about it at the June board meeting- hoping that Alicia would head that one up.

5) Grants- Asked the state to apply for more grants. Marketing and Promotions Grant somewhere between \$50,000 and \$100,000. In the process for applying for the next ACER grant, as the application date is open now. Christa has not heard anything back from grants.gov. NHMPA had to apply for an EIN through SAM.gov and then Grants.gov. May 14th is the first deadline then May 24th is the ACER grant.

Motion to adjourn by Shawn with a second by Dave; motion carried. Meeting Adjourned at 8:41 pm

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