



NHMPA 6/04/2024 Monthly Meeting Minutes 7 pm via Zoom

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

Non-board members present: Deb Locke, Barb Patch

Members Absent: Chris Olsen, Gene Chapdelaine

The meeting was called to order at 7:03 pm by Andrew Chisholm

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- A. May 7, 2024 minutes – Motion to approve minutes from previous meeting by Shawn with a second by Chris; motion carried.
- B. Next monthly meeting – Tuesday, July 9, 2024, at 7 pm via Zoom

1) Old Business

- a) **FEAST Global update** - Marianna and Andrew worked on the next ACER grant which has been submitted. According to Marianna, it should be an easy approval with the award in September. Feast Global is in Miami this month on June 11, 12, 13th for a Food Expo that focuses on the Latin America side of things. We had an issue with their check, it was lost in the mail. We found the check, but it was canceled. NHMPA paid the stop pay fee and reissued a new



one. Christa spent quite a few hours hunting down the lost check. Feast will then be in Boston in July. Kate asked if anyone was signed up to go to Miami, marianna suggested that Andrew would be more effective in Washington D.C. than in Miami. Andrew will be going to DC on June 12th, and will be with the Senate and Congress. He will be having a special meeting with Secretary Vilsack. His goal is to get more Speciality Crop grant funding to the state of NH, not specifically for NHMPA, but for the state itself. They had \$299,000.00 in available this year which everyone thought was not enough which was not enough and a low number for NH which could use more. They had 11 applications in for the grant, unfortunately, NHMPA was denied as well as NH Fruit. The larger grant applications were denied, they funded a higher quantity of smaller grants rather than giving it in big chunks to a small number. Chris asked if there was any feedback from their trip to India. They have 2 prospective buyers and one who was going to come to NH has not finalized their travel plans yet. One in particular prospect wanted to buy enough maple syrup to justify buying the equipment to do .8 oz or .75 oz ketchup style for maple packets. There was another prospective buyer in a neighboring country, so 3 overall. 2 from India and one from Sryanka. Marianna feels that the Bogatan trip and the Columbia trip(August) will be the 2 big ones. Andrew will have more information coming up.

- b) **Annual Meeting Updates** - Christa and Andrew talked about that as well. The MAC team will put together a sponsor packet for the board to look at. Ryan gave some ideas on what Townsquare offered at some of their events. Kate mentioned that MAC has a good sponsorship list. MAC will put together a sponsorship flyer together and present it. There is a good lineup of



speakers so far. Barb suggested a beginner's class. There are extra rooms to be able to do these kinds of classes. This change could lead to more participation. The regional meetings will be reduced dramatically as there is more participation in the annual meeting. Deb asked if we needed sponsors, Andrew said yes, we got sponsors to help cover the cost of the location and food to keep the meeting registration low for members. Deb mentioned that we should be spending funds and not keeping them. Andrew mentioned that NHMPA does spend, between containers, websites, and others, NHMPA does spend to keep the association active. Grants are a key to the association. Discussion continued regarding why NHMPA would ask for sponsorships for the annual meeting.

2) **FEAST Global Travel Dates:**

June 11- 14 in Miami- Marianna states that this one is not as important for anyone to go to.

July 31 - August 1 Boston

August 13 - 15 Columbia

3) **Annual Meeting details** - Sponsorship? What would we like to offer our sponsors? Level of sponsorship. Mike from Farm Family may be a good sponsor on the higher level. With Dr, Timothy Moore, the annual meeting may attract more in attendance. Ryan suggested having a higher-level sponsor to cover the cost of member attendance. Andrew would like to have the dealers have a space and possible present. A premium level at \$5000, then \$2000. Would the dealer booths be open to just NH or would it be okay for outside dealers. CDL would be Will Streeter, H2O would be , Dave Kemp brought up the issue of possible weather



which could inhibit attendance, dealers, or sponsors. Centrally located will bring in more people, the weather may be a bit better than the Common Man. There was talk around MES and Lapierre. Deb Locke said her Lapierre guy is great. Barb suggested Bascom's Dustin's, Jason Huckins, and Dave Fuller have Lapierre dealers. Website, logo, and more for the top sponsor. Mark Canella.....having extra rooms to be able to schedule speakers, people can attend the ones that they would like to. Reduce regional meetings and make a more robust annual meeting. Barb suggested a round table discussion, maybe having a theme.

New Business:

1) **Grants-** The ACER grant was re-applied for on May 17th. Marianna, Andrew, and Adam worked on it and have the confirmation that it was submitted. The SCBG that was applied for was denied. The reason for the denial was mainly due to the lack of funds for NH and many applications.. Marina would like to apply for another grant. It is a food and logistics distribution grant that would help producers across the state who want to ship or market their maple for shipping.

2) **Fairs:** Cheshire, Deerfield, and Big E will be the big ones that NHMPA will do this year. The Big E was given back to NH Maple (set up 2 days before- then Alicia tore it down the day it ended. There is not need to have everyone to be there during the fair. We need someone to set up a day or two prior to the fair and someone to break down. We may need someone to restock. The Deerfield Fair happens at the same time as Big E, Andrew will be the point person on that one as he has been the last 4 years. Shawn asked if it is worth it to be at the Big E? Per the commissioner, NH Maple absolutely should have a presentation at the Big E. From Lynne's point of view, she has an obligation to have the shelves full but the dealers should send what they know they can sell. Deerfield will run the same as it has. The



Big E is a break-even fair. The labor cost for the fair for 17 days is \$14, 500.0. The cost of the association running the fair with expenses, food, hotels, and possibly not showing up would be more costly than Champions of NH running it on the association's behalf. Deb mentioned that a lot of products came back. Andrew is hoping this year will be better. Lynne has an obligation to keep the shelves stocked. Last year's pricing was a miscommunication and should not happen this year. We would need someone for Cheshire. Deb asked about bringing in a porta-potty for volunteers for Deerfield. Andrew said Dan Briggs will not allow that, they have designated porta potty spots, and even though the association may be providing it, they will still not allow it. Deb said she needs to start thinking about numbers as she is having a hard time getting candy boxes. Andrew wanted to get numbers from Amy. Christa will send Deb a copy of her Deerfield Fair numbers. Andrew will text the numbers of what Deb brought last year to her. Barb wanted to remind anyone who brings products to Deerfield, that they should work. Shawn asked if there were any updates on the Maple Museum, there was nothing to report. We will talk about the summer meeting at the next BOD.

Motion to adjourn by Shawn with a second by Dave; motion carried. Meeting Adjourned at 8:07 pm

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