



NHMPA 7/09/2024 Monthly Meeting Minutes 7 pm via Zoom

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

Non-board members present: Deb Locke

Members Absent: Chris Olsen, Ryan Sheehy, Chris Hicks

The meeting was called to order at 7:11 pm by Andrew Chisholm

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- A. June 9, 2024 minutes – Motion to approve minutes from previous meeting by Shawn with a second by Dave; motion carried.
- B. Next monthly meeting – Tuesday, August 6, 2024, at 7 pm via Zoom

1) Old Business

- a) **FEAST Global/Boston July 31st** - The Expo in Boston. There will be 4 producers in Boston to represent the association. Barb Patch, James Gove, and Deb Locke have agreed to go to Boston, have a space to present at the Boston Food Export Expo along with NHMPA. There are about 9 potential buyers who fit what we do as an association, each dealer has been assigned 3 and the



association has been assigned all 9, We are not going to expect any sales, just connections. The association made up of Andrew chisholm and Andy Chapmean will meet with all 9 potential buyers. Bascom will be there as they have bene there for years. NHMPA may be competing a bit with Bascom. Marianna will get us up to speed. Each buyer will get 15 minutes with each dealer. Marianna's team said to be ready, Make sure you have a story ready to outsell Bascom and promote NH maple. Andrew said "show me a bottle of Will-A-Way maple and I will show you where those trees are". Bonita wanted some correspondence from NHMPA, she will set up prep before going to Boston. Andrew would like to see everyone have a return investment on this. Marianna would like to chat with everyone who is going on the 31st. There will be 6 foot tables and cloths, you can bring anything for displays, and any samples. Just not any pop ups. Discussion continued regarding the Expo and how NHMPA will be present. Kate recommended in the future to included different dealers for the association. Please take pictures.

- b) Fair Season - Deerfield is a little bit away so we can discuss this next tiem. Andrew spoke to Lynne about the Big E. She would like everything to look the same on day one as on day 15. Andrew needs help on day one and also anytime after to come get all the left over products. If things are not full she would like some props. The date for the Big E is September 13 -19, 2024. Andrew would like NHMPA there on the 12th. Champions of NH will be taking over after that. Lynne is willing to work with NHMPA. There is not much storage this year, only what is in the booth. Shawn said he would be willing to help. Gene mentioned he would be willing to help on the 12th. Deb is requesting the numbers from last year or even the year before. Lynne does



not have numbers from last year. Marty and Amy will cut back a bit. Andrew mentioned he would like to see more producers doing more candy. Cheshire is August 1- 4. Andrew asked if anyone has the keys to the building at the fair, they are missing. Doug does not have them. Andrew will check with Mike Moore and see if they are on the key ring for the trailer. Set up is July 29 or 30th. Possible volunteers Deb, Ron, James, Dave Clark. Anyone who has contributed syrup in the past is welcome. Shawn can do the Thursday and Friday of the fair. Andrew can be there. Gene said to pencil him in for the 12th. Discussion continued with numbers of candy, cream and syrup. Deb asked if the banners and signs have been ordered. Andrew said they will look like the new trailer, there should be 2 of them. Deb is asking for a hotel at the Best Western for the dates of the fair. Christa will be in touch with her and help set up her hotel for the Cheshire Fair dates. Deb asked how big the banners are: 24 x 5.

New Business:

- A. **Trailer Update:** New trailer wrap. Andrew spoke about the trailer, asked if anyone else has had a chance to see it. it should be on Instagram. Will Streeter mentned to Andrew that this should have been done years ago and that it looks great!! The Orca Promo logo os on the trailer as well, the reason is they gave NHMPA a 50% discount for creating the wrap. All the rivets had to be pulled out, wrapped and put back in, quite a bit of work went into the wrapping. The entiore cost was \$3500.00 and was paid through the grant. there is a QR code, if you scan it, it will bring you to the



nhmaplemap website page. Andrew will send Christa pictures of the newly wrapped trailer. Christa will be sure the trailer pictures and the write up get into the enews.

- B. **Container Update-** Email from Bill Cheney. Bill has resigned as container volunteer, Andrew reached out to him and thanked him for his efforts, his service as a Contianer Committee Chairman to distribute containers . Andrew mentioned that bill has done a great job asked if anyone has any quesitonsor comments about Bill's letter?

Andrew would like to make a motion to adjourn the Board meeting and minutes and go into executive session.

Motion to adjourn by Gene with a second by Shawn; motion carried. Meeting Adjourned at 8:11 pm.

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