



NHMPA 08/06/2024 Monthly Meeting Minutes 7 pm via Zoom

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

Non-board members present: Deb Locke, Barb Patch

Members Absent: Chris Olsen

The meeting was called to order at 7:02 pm by Andrew Chisholm

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- A. July 9, 2024 minutes – Motion to approve minutes from previous meeting by Gene with a second by Ryan; motion carried.
- B. Next monthly meeting – Tuesday, September 10, 2024, at 7 pm via Zoom

1) Old Business

- a) **Fair Season** - Thank you to Deb Locke and her team for being present at the Cheshire Fair. The fair took in \$9,000.00. Sales were good, the weather was not good(3 rainy days) and the fair shut down for a bit. Barb asked if the discussion regarding the Carlisle Award fairs has been determined. Any of the fairs in NH(Hopkinton Fair, Deerfield Fair, Cheshire, Cornish, New Boston, Lancaster, North Haverhill, etc.) As long as the state judges are there judging syrup. Shawn suggested setting up a fair committee. Try to get producers in the fair areas engaged. Andrew thought that was a good idea. Dave said there have been producers in the past who have asked how to register for the fair



judging. He said maybe the committee can get the fairs to have all the same regulations. Not enough producers contributed to the Cheshire Fair. Andrew contacted Alicia who had mentioned the Seal of Quality is possibly the issue. Discussion continued regarding fairs, seal of quality, and giving members/producers information at the annual meeting. Maybe something on the website, links to the fair entry page for the Carlisle Award, and an instruction manual. Kate suggested setting up a committee of 3, 4, or 5 of members. However, you want to do it. Pull in maybe a member who's not on the board that you think would be an important person. Discussions about a fair instruction manual, possibly Andrew and Shawn working on this along with quantities of products needed as a guideline, Discussion about the Big E and Deerfield coming up at the end of September, permits needed, invoices paid for booth space, and insurance. Deb is going to send Christa photos of the Cheshire Fair. Deb also mentioned that Dan Briggs gave permission for a porta-potty to be put in the museum area for volunteers and producers. Deb asked for the TD bank account number to deposit the large amount of cash from the Cheshire Fair. The registration for the trailer is in an envelope inside/left of the door. Deb will get the inventory sheets to Christa and Andrew for dealer payments.

- b) **FEAST Global/Boston July 31st** - The Expo in Boston at the Embassy Suite, Marianna and Andy Chapman came from Mississippi. There were 4 producers in Boston to represent the association. Barb Patch, James Gove, Shawn and Kathy Atkins, and Deb Locke. There were roughly 22 countries present and buyers from all those respective countries. Andrew answered questions for the association. His point of view was “ Why do they want to



choose New Hampshire maple?" they are used to buying from Canada. Andrew advised them that he could bring them up to Canada and show them a warehouse that's full of barrels of Canadian maple syrup. But if you want New Hampshire maple syrup, I can show you these bottles and show you where the trees that that syrup came from. We had samples that they tried and they said, you can tell the difference. It's a noticeable difference from the syrup that they have. Andrew thought it was pretty well received. The association met with 12 different potential buyers, Barb had 4 or 5. Deb had about a dozen and Shawn and Kathy Atkins had about 4 to 5 they met with. Each producer had something unique. Many goals were met and we all had a good time. Shawn spoke about his experience. Shawn advised we would need to talk about shipping. Barb spoke about her experiences with a maple lollipop and traceability. Deb Locke spoke about healthy and nutritional value. Discussion continued and discussion continued about shipping, getting quotes, etc. Get the orders in place and move on to the next steps.

New Business:

- A. **Container Update-** Many containers went out last week. And they were just sitting at Bacon Jug. Several cases were damaged by Ross. The reserve has just about everything except quarts. Andrew found a home for all the containers sitting at Bacon Jug. Bacon Jug is getting a little ahead now. Andrew needs to approve the invoices and make sure everything is straightened out. The reserve should be stocked with jugs, except quarts.
- B. **Annual Meeting** - Andrew talked about the sponsor-level flyer. He would like to review it and send it to the board to look at. Andrew asked Christa to make it



presentable for the board's input. He mentioned sponsor levels for \$500, \$1000, \$1500, \$2000 up to \$3000. Discussion about what sponsors receive for sponsoring, banner on the website, banner at the meeting, table toppers, 5 minute talk time, and social media needs to be tightened up on what a sponsor will receive. . Andrew talked about a save-the-date to members only for now. Christa will create a template and share it with Andrew. Shawn asked about logo permissions and the bylaws. Ryan said the promotions shared should be a thank you and a quick shout-out on socials. Discussion continued about raising the price of the registration ticket or just selling raffle tickets for door prizes. Discussion about the code of conduct for fairs mostly for Deerfield. Save the date sent out within the next week by MAC.

- C. Townsquare - Andrew spoke with Wendy the other day.
- D. Website - Ryan would like to discuss websites with Andrew.
- E. Code of conduct for the Fairs?

Motion to adjourn by Andrew with a second by Shawn; motion carried. Meeting Adjourned at 9:09 pm.

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