



## NHMPA 09/10/2024 Monthly Meeting Minutes 7 pm via Zoom

**Board Members Present:** Andrew Chisholm, Shawn Atkins, Ryan Sheehy, Gene Chapdelaine, Christa Campbell (Secretary).

**Board Members Absent:** Chris Olsen, Dave Kemp, Chris Hicks

Non-board members present: Barb Patch

The meeting was called to order at 7:06 pm by Andrew Chisholm.

### **Approval of Prior Meeting Minutes/Upcoming Meeting Dates**

- A. August 10, 2024 minutes – Motion to approve minutes from previous meeting by Shawn with a second by Ryan; motion carried.
- B. Next monthly meeting – Tuesday, October 15, 2024, at 7 pm via Zoom

### **1) Old Business**

- a) **Fair Season** -Shawn has been helping me out quite a bit with the fair stuff. We've got everything that I know of that needs to be sent to the Big E. Christa is looking into the food permit for Lynne and Andrew. Andrew to email Gene to see if he will be participating in the Big E. Mike will make another trip to restock. Marty and Amy were only able to get everything done. They were only able to send roughly half of the inventory and then were intending to send more midweek. The Big E is run differently than other fairs. Other fairs are an 80/20 percentage slip if volunteering. The Big E has no opportunities



to volunteer so there is a 70/30 split. The association gets 30% and the producer gets 70%. The association pays for the labor, which makes up for the difference. The Deerfield Fair is all straightened out; Andrew has everything set with Dan Briggs and the insurance is in place. We will make a payment for the tickets, but that is it. Andrew will be there the Wednesday before the fair starts and has spoken to all producers except for Jeff Beach which he will call. There are extra people in place to help run the register. Josh Bouchard and Stuart Page will contribute products. Ben Fisk has pulled out of the fairs and will not be there this year. He said it is too much for him right now with his new store. Andrew has been trying to source very dark syrup for the fairs; there are always requests for it. TownSquare Media will run some radio ads and a digital campaign online, NHMPA has a reallocation or credit from Maple Season and will allocate that towards The Shark on advertising near the seacoast. NHMPA is the only vendor that advertises during the Deerfield Fair. Customers say they hear it on the radio. It is a small budget, about 5% of gross sales. There will be a bit more because of the credit. Shawn talked about education items for the Deerfield Fair. Jeff Beach and Stuart Page will be speakers with more educational things. Dan would like to see more educational items and stuff for display.

- b) **Annual Meeting Update**—Christa has the not-finalized Sponsorship flyer. Andrew would like the board to see it and make corrections or additions. This is not new for Christa and/or Ryan. It is all new for NHMPA and Andrew. How do we solicit this from the big sponsors? If we are too big, they will not see the value in sponsoring. Most big sponsors have community-based budgets. The flyer would be distributed to the board. Ryan advised to create a



list to be sure we reach out to any of them that the board deems a sponsorship. Maybe a secondary target to affiliates. The board should go over the list and filter businesses. Door prizes: get one raffle ticket with entry, then sell more. Ryan mentioned NHMPA should take care of near and dear relationships and be clear and concise on sales pitches. The board needs to be prepared. The sponsor sheet needs to have a tier of what each sponsor will get. There needs to be a tracking sheet, Christa will take care of that. Relook at the merchandise door prize sponsor. "Merchandise/Door prize Sponsor". Barb suggested FW Webb. Discussion continued regarding sponsors, being inclusive or providing as many available sponsors and resources to our association meeting. Discussion also continued regarding door prize sponsors, they get a shout out and no other benefits. deadline date on flyer, Dec 31st. We need to finalize the menu at the Grappone Center at the next BOD meeting.

**New Business:**

Motion to adjourn by Shawn with a second by Ryan; motion carried. Meeting Adjourned at 8:04 pm.

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

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