



## NHMPA 10/29/2024 Monthly Meeting Minutes 7 pm via Zoom

**Members Present:** Andrew Chisholm, Shawn Atkins, Ryan Sheehy, Dave Kemp, Gene Chapdelaine, Kate Ziehm, Christa Campbell (Secretary).

Non-board members present: Deb Locke

**Members Absent:** Chris Olsen, Chris Hicks, Gene Chapdelaine

The meeting was called to order at 7:04 pm by Andrew Chisholm.

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

- A. September 10, 2024 minutes – Motion to approve minutes from previous meeting by Shawn with a second by Ryan; motion carried.
- B. Next monthly meeting – Tuesday, November 19, 2024, at 7 pm via Zoom

### **1) Old Business**

- a) Fair Season - Shawn has been helping with the Big E. The enews has Shawn's write up. the Big E, NHMPA will take about an \$1800.00 loss. The sales that Lynne came up with are just shy of \$51,000.00. Labor costs are about \$11,400, some went to employees who work there. Then there were normal costs, for example credit card fees, roughly \$2,100.00 and the booth rental space of \$5,100.00. By the time all payments are dispersed, the association gets roughly \$39,000.00 to pay out dealers for products. The checks have not gone out yet. There was an error in Lynne's accounting and they shorted the association \$24,335.00. Once we receive the check, disbursements can be



made to the dealers who participated. Roughly it would be \$1,800.00 in a loss. It is not a big loss, we feel it is an investment and we need to keep NHmaple in the Big E. Producers have had big orders from being there, Deb Locke has received outside orders as well as Marty and Amy, as well as Mike Moore and Shawn. Commissioner Jasper and Commissioner Marshall are adamant that NH Maple have a place there and the variety with more than one producer throughout the state be represented at the Big E. It was not a first for Alden Dill for his product, but his syrup, he had quarts, pints, gallons, he has not done that in the past. He sold everything but 10 quarts. The Big E is run by Champions of NH, Lynne and falls under the umbrella of the Commissioner's office. Lynne runs the building, she manages the building and necessary permits, and oversees the labor but does not have a say if NHMPA is there. Lynne does not get paid from NHMPA, she is paid by the state. There is a different split with the producers, it is a 70/30 split with the producers across the board. Having the 70/30 split keeps the association just above water. Kate asked if other vendors lose money or barely break even? Other vendors do not have the labor issue that NHMPA has. The labor bill in 2022 was \$14,500.00, so it is down for 2024. NHMPA does not have to staff the booth, the amount of man hours and shifts would be tremendous along with hotels and travel expenses. All the little costs would be more than what we are paying for labor through Champions of NH. There are no numbers for 2023. Andrew does not know Vermont or Maine for profit and loss, he will talk to them. Shawn talked about the pricing of Vermont syrup to NH syrup. Andrew commented that the NH display was very nice and more eye-catching, he also suggested NHMPA could have had more product on the shelves. The producers were happy as not many products came back to them. Deerfield fair- it was an astronomical success. Andrew wants to thank Shawn for all the work he put into it. He was there every day, morning until night. They never ran out of anything, Shawn ran out of popcorn on Saturday after increasing it another 200 bags, Ledgtop Male ran out of barbecue sauce and brought more in for Sunday, cotton candy pricing went up from \$5.00 to \$7.00, and Deb and her crew did well cranking out cotton candy. Deerfield doubled sales on Friday from the previous year, in 2023 \$71,000 in gross

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sales to \$86,600 in 2024 giving the association roughly an \$8,000-\$9,000 profit.. There is some paid labor that needs to be paid out. Some producers were there, such as Shawn & Kathy, Mike Moore, Larry Moore, Dave at Ledgetop, Stuart Page, James Gove, and Josh Bouchard. Conversation continued with Deerfield Fair and more educational or museum elements to the fair. Andrew talked to Dan Briggs about an addition to the building. The thought is to do an addition that looks like a woodshed that comes off the front of it, where the line normally forms. You're standing in line, and you've got artifacts and some of our maple producers that want to see this, and there can be little talks, maybe a TV screen that's playing. Then the sample table with the purchase part.

- b) **Annual Meeting** - Where are we at? There are 2 confirmed sponsors, CDL and Mike Bertolome from American National. Christa mentioned there was someone else who inquired in the inbox, she would call them in the morning. We have to pick the menu next month. There have been 4 sends out to all the big dealers insurance companies. The deadline for sponsors is Dec 31. Then the menu comes out to be roughly \$30.00 a person. Christa asked if the registration form would stay the same at \$10.00. Andrew said to keep it the same. Christa would like to send out the annual meeting registration out with membership as soon as possible. No deadline, and there will always be walk-ins. Andrew will account for approximately 140-150 attendees. Andrew reached out to Marianna and Andy about Gary Black, his topic will be branding and marketing. Deb mentioned the feedback regarding the Grappone center change was positive. Sponsorships will just trickle in the next month. Gene asked if we were advertising this in the Maple News. Kate suggested taking out a ¼ page ad in the Maple News. Pete would give some coverage afterward.

### **New Business:**

- A. 2025 Membership—Andrew talked about a new tiered-level membership for listings: good, better, and best options. Joe has been in the hospital, so Andrew will touch base with him. \$40.00 for a good listing, then a little bit more to up your



listing, and the top level for more bells and whistles. Ryan suggested what are the benefits of membership. Maybe a maple leaf pin on the map, or a thumbnail size picture, using some of the home page space that has certain sugar house listings, would be more substantial in pricing. Ryan also suggested reviews attached to their listings. Andrew mentioned Google reviews can be linked. Andrew has a meeting with Loud Canvas to discuss the current website and the future of NHMPA and Loud Canvas. Gene speaks for the smaller guys and asks them if they are members of the association; they say no. Gene thinks the lower tier could be more of those smaller members. Dues in itself pays for marketing and promotions. Discussion continued regarding member benefits and annual meeting information regarding membership. Discussing going back to the annual meeting, Ryan asked if there was going to be a program. Andrew had told Janice there may be about 50 people in the hydrometer class, he also mentioned that he spoke to Glenn Goodrich. More discussion continued regarding the annual meeting.

- B. Dave talked about the ISMI meeting he had just attended the North American, it was held in Maine. The North American has appointed their interim director and the ISMI has hired a new executive director.
- C. New Board Position—Andrew had an idea after going through other organizations' websites. Most associations have a board position with an Industry Director. NHMPA does not have an Industry Director, but Dave Kemp has been representing it through North America and IMSI. Andre believes that NHMPA should have an Industry Director and be in line with other associations. Create that position for Dave as well as the future. Gene motioned, seconded by Shawn to create a new board position as the Industry Director. Andrew Shawn motioned, seconded by Ryan. All in favor. Andrew would like to ask Dave Kemp to fill the new board member title of Industry Director. Motion by Shawn, second by Ryan, to accept Dave Kemp as Industry Director.
- D. Donation Request - Andrew was at a charity event recently and then received an email about a donation for Sammy, a 7-year-old girl who had turmoil cancer. Her dad is a customs officer and she is going through experimental treatments. A motion to double it to \$500.00 by Shawn, Ryan seconded, passed for a donation to Sammy for \$500.00. Andrew to get Christa the information to mail out a check, with approval.



- E. Grant/Scholarship Program - start the conversation now with the board regarding a scholarship program. The possibility of not being a nonprofit anymore or doing something with a grant and a scholarship program.
- F. Gene asked about Maple Museum, Andrew should have something legally within the next few weeks.

Motion to adjourn the meeting by Shawn with a second by Ryan; motion carried. Meeting Adjourned at 8:33 pm.

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