



Agenda for NHMPA Monthly Meeting
Saturday, January 25, 2025
Annual Meeting - In Person

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

Non-board members present:

Members Absent: Chris Olsen

The meeting was called to order at 3:17 pm by Andrew Chisholm.

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- A. January 7, 2025 minutes – A motion to approve in the meeting minutes from the previous meeting- no approval at this time. The Board will review the minutes for approval at the February meeting.
- B. Next monthly meeting –Tuesday, February 11, 2025, via Zoom, 7 pm

Old Business

- A. **Membership**- Received 10 Prem memberships today. 10 is a 1-minute scroll on the website at the top of the home page. If we have over 20, we will have to revalue the scroll and website with Joseph. What we have for memberships from today's meeting: 1 enhanced, 9 premium. American National joined in Premium, Andrew will reach out to him to see if an ad at the bottom is a better option.
- B. **New Website** - Darcy Creative will be the new website. Andrew and Ryan will have a discussion to iron it out the details. Andrew will reach out to Joseph from Laite



Interactive. Joseph will get the new website to work with the new website to make it more automotive. Christa would like to be in on the conversation with Darcy Creative, Andrew, and Ryan.

- C. **Maple Museum** - Andrew sent the letter of engagement to Christa for the drive. The lawyer is working for NHMPA on a semi-pro-bono. The letter of engagement will keep it moving. Scanlan in Concord, NH, Secretary of State was here today at the meeting; Brad Presby was also in attendance. There is renewed interest in going to Cog Railway, Mt. Washington. This would be a great location and opportunity for the museum. The board will start the next step and have a conversation with Brad. Christa mentioned her role in the museum, she made a point about the website and making a separate page on the new website. Ryan also made a point to have the Cog Railway website as well. Discussion continued on a little history. Have a future discussion on museum inventory. Dave mentioned members can loan out inventory.

New Business

- A. **Winter Meeting Recap** - people were excited about this year's meeting. Compliments on the venue, food, and vendors.
- B. **Officers Elections** - Chris nominates Shawn for VP. Filling vacancies, Shawn accepted, Dave accepted, Shawn seconded. All in favor,
- C. **2026 Elections/Re-Aline** - All the board except Dave expires in 2026, Andrew would like to realign the board to stagger the board re-elections so they all do not expire in the same year. Andrew would like to make a motion to renew for 2 more years, Shawn, seconded. Gene motioned to accept a 2-year term effective today, and Chris made a motion to accept a 2-year term effective today, second by Dave. All in favor.



- D. **2025 Maple Season Promotional Planning** - Discussion will continue for the upcoming board meetings. Andrew mentioned keeping the promotions just the same but making a few changes here and there. Ryan mentioned there is much opportunity as NHMPA expands. There are stats from the website that would assist and the funds from digital advertising and the enhanced memberships will help make a big impact especially to help with marketing.
- E. **Tucker Mountain Challenge Donation** - Go forward with a \$500.00 donation, motion by Ryan, second by Chris, all in favor.
- F. **Regional Meetings** - (Stuart & John's, etc) - Not very well attended. Stuart and John's gets about 15 people. There are repeat members/attendees there. Andrew mentioned that Barb Pach recommended having them online. Lancaster had only five people there. Dave recommended having 1 Zoom meeting, anyone who would like to attend can join. Kate talked about meet-ups a few times a year. Ryan said there should be feedback on all these regional meetings. Shawn suggested just a summer meeting and no regional meetings. Kate made a point about "why" membership; it is about the socialization aspect. Chris talked about a swap meeting. The board discussed taking the fairs into consideration. There will be a summer membership drive, but nothing formal.
- G. **Governor's Tapping in March Planning**- suggestion to have the tapping at the Robert J Lister Academy school. Howard Pearl, Pear & Sons farm, would like to be considered. Dave suggested Ben Fisk's, and Lassonde. Chris mentioned Marty and Amy's. Andrew will reach out to Marty and Lister Academy, and Lassond-Shawn will reach out.



- H. **Drouin Engagement** -Andrew discussed the NHMPA and Drouin Associate's relationship and the Drouin engagement letter for 2025. A motion was made by Ryan, seconded by Dave, all in favor.
- I. **2025 Non-Profit Report** - Christa received a non-profit letter, she will reach out to Drouin and Freedom to see if this is something they would handle for us.
- J. **Feedback on Meeting**- Save for the February meeting. Ryan suggested having the winner for Carlisle to be a premium listing on the website for the year. Orca Prom was well received. Chad sold about 48 hats.

Motion to adjourn the meeting by Gene with a second by Shawn; motion carried. Meeting Adjourned at 4:23 pm.

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