



NHMPA 07/08/2025 Monthly Meeting Minutes 7:00 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 Hicks, Chris Olsen

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

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- A. May 13, 2025 meeting minutes – A motion to approve the meeting minutes from the previous meeting by Ryan, seconded by Shawn motion carried.
- B. Next monthly meeting – Tuesday, August 12 , 2025, via Zoom, 7 pm

Old Business

- A. Fairs** - Cheshire is all set from the association's standpoint. Christa will call this week about paying for the booth, and she sent the COI already. Shawn mentioned he has Alicia, James, Deb with the popcorn. What needs to be talked about is who is going to supply the maple candy. Deb said there was enough maple and white sugar in the trailer. Christa will set up Deb's hotel stay, same place as last year, she will send the confirmation to Deb. Deb will stay from Tuesday to Sunday. A motion was made by Shawn, to accept Deb Locke's hotel stay for the Cheshire Fair, seconded by Gene, all in favor; approved. Deb will spin 100 bags of candy

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to start and make sure everything is set up. Andrew will be there at the fair, Shawn will be there except Sunday, James will be there as well. Alicia will be there to volunteer and is supplying the syrup. Deb would like someone on the register. There will be syrup, candy, cotton candy, seasonings, etc. Shawn mentioned last year, not much syrup was sold. Start up cash, Christa will send Deb an additional \$500.00 check for the cash and Deb will cash it for the drawer. Andrew will send an email confirmation/approval for Christa to write the check to Deb for start up cash. Discussion continued regarding supplies and maple mustard from James Gove, and Mike Moore for the Big E and Deerfield. The booth has a servsafe certification, Andrew has all the nut allergy certifications. There will be inspections and comparison to what is on the shelf. Andrew suggested condensing some of the glass bottles. The Big E booth space went up to roughly \$5600.00. There is a meeting next week, they talk about the set up, rules and all the vendors benign on the same page. We will talk about Deerfield at the August meeting.

- B. Website Update** -Darci Creative sent Andrew and Ryan a proposal. Ryan will take the lead on the website development. There has not been any information on nhmaplemap.com from Darci Creative. In the proposal for the spending breakdown, there is a big opportunity to cut back on hosting fees with Darci Creative. The hosting and serving for nhmaplemap is \$3000.00 and Loud Canvas is \$6,294.00.. The opportunity to cut back on hosting fees would be substantial if Darci Creative was to combine the 2 sites. There would be an upfront cost to Darci Creative to create the new site. Yearly serving, hosting and maintenance, first year is free, \$1350.00 a year after that. In our meeting with them we mentioned we don't have much going in the months of May, June, July, August, September. In the proposal, they took 6 months of their servicing fees, and they moved them all to January, February, and March. This would allow for more website support in the season that it is needed. The discussion continued. Darci Creative will provide training on the back end of the website for edits to the website. There are other discounts for payments up front. There are hourly fees over the contract allotment of 10 hours. The total for Darci Creative is \$17850.00 with a \$5,000.00 deposit. Ryan advised that this proposal is beyond reasonable. There is also the opportunity



and potential to create additional revenue from the website. Shawn made a motion to move forward with Darci Creatives' proposal, seconded by Dave; all in favor.

- C. Container Update - CDL** Andrew was in touch with the CEO of CDL. They said they are going to start the production of containers near the end of June. They will be produced on an IML process and done at the time of production instead of screen printing. Andrew reached out to Bacon Jug on more details for jugs, they said they don't know what is going on. Andrew was hopeful that there will be more information about containers coming soon. Some discussion continued on container production.

New Business

- A. FDA - added sugar/IMSI - change proposal to the definition of maple-** FDA added sugar proposals back on the table again. Andrew talked to the new head of the FDA, then he emailed Senator Shaheen's office; they were unaware that it had resurfaced itself for Maple to be included in the added sugar label that the FDA proposed a few years ago it was put to bed. The new FDA is a big advocate for removing sugars and added sugars from school lunches. IMSI has proposed a change to the definition of maple, senator Hassen and Congressman Pappas has asked for a little clarification. Dave will take the lead on the conversation with them. The discussion continued with the involvement of IMSI. The idea would be to get the definition of maple syrup the same in the US and in Canada, get it listed as a single ingredient commodity. IMSI would like to raise money for a national advertising campaign.
- B. 2026 Annual Meeting -** August would be the best month to start soliciting for sponsorships. The possibility of raising the sponsorship levels. The board discussed dropping the coffee sponsor, making the bottom \$500.00. Gold as \$2500.00, then make a platinum sponsor with additional perks for \$3000.00. With the advertising opportunities on the new website, that could be offered with the platinum level. We would need stats on the



new website, clicks, ect. Dave suggested getting presenters lined up soon; Tim R, Glenn Goodrich, Michael, Ruth, maybe a live cooking show, free education. Gene suggested Peter Gregg from Maple News. Gene made a motion to go forward with the new pricing on the sponsorship flyer, seconded by Shawn; all in favor to add the new platinum level on the sponsor flyer.

Motion to adjourn the meeting by Shawn with a second by Gene; motion carried. Meeting adjourned at 8:46 pm.

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