



NHMPA 11/11/2025 Monthly Meeting Minutes 7:00 pm - via Zoom

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

Non-board Board Members absent: Ryan Sheehy, Chris Olsen

Non - Board Members present: Rich Menge, Dale Smith

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

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- A. **October 14, 2025 meeting minutes** – There is a change to the meeting minutes to update the non-members present and the board members present wording at the top of the meeting minutes. A motion to approve the meeting minutes from the previous meeting by Gene, seconded by Shawn motion carried.
- B. **Next monthly meeting** – Tuesday, December 16, 2025, via Zoom, 7 pm

Old Business

- A. **Container Update-** The board discussed new container designs featuring an IML process with improved pricing (approximately 15% reduction) and better caps, though the association green color won't be available until Q1 2026. Andrew confirmed that 100% of the container order will be completed by January 24th, with containers being packed upside down and increasing from 80 to 115 containers per case for quarts and above. Shawn asked



about candy boxes, Andrew confirms they are in production. The order was completed last summer, Andrew will have an update at the annual meeting.

- B. Membership 2026** - Andrew sent the president's letter to Christa. He advised there are 2 areas at the bottom for Christa to fill in. Then membership should be good to go out.
- C. 2026 Annual Meeting** - The board discussed advertising in the Maple News, with Gene suggesting adding color to their half-page ad. Kate agreed to redesign the ad with more color, similar to the CDL ad. Christa has not received the CDL check for sponsorship. Christa provided an update on sponsorships, noting they still have \$10,000 in commitments. Dave mentioned that Brian Mainborough from IMSI might speak and present at the annual meeting. The board confirmed that Glen Goodrich and his wife, Governor Kelly Ayotte, and he is also planning to speak to Tim Rademacher, to attend as a guest speaker. They also discussed the upcoming budget presentation for the annual meeting with Andrew and Christa.
- D. Website Update** - The board reviewed website updates, with Andrew suggesting changes to the homepage image and encouraging members to submit photos for a slideshow at the upcoming meeting. Christa agreed to reach out to Lila for social media content and photos and add an ask to the eNews.
- E. Big E** - The board discussed financial discrepancies in a recent check from Lynn, which showed a significantly lower amount than expected, potentially leaving the organization with a \$17,000-18,000 deficit. Andrew agreed to follow up with Lynn for a detailed breakdown of the accounting to identify the discrepancies. Christa received the check from the Big E, and will reach out to her for the breakdown. The board also discussed quality control issues at fairs, which has consistently failed to meet standards at events like the Big E. Shawn and Andrew agreed that a formal quality manual and enforcement process were needed, with non-compliant products being returned to producers. The group emphasized that while they don't want to become "maple police" at fairs, maintaining high quality



standards is crucial for the reputation of all producers. The discussion circled around creating a fair manual with guidelines for maple syrup and candy presentation at fairs. They agreed to develop a one-page document outlining standards for clean, presentable products in appropriate packaging, with an attached inventory sheet for producers to sign. The manual will help ensure compliance with quality standards and make enforcement easier. They also discussed potentially excluding non-compliant producers from certain fairs, such as the Big E.

New Business

- A. **Maple Museum-** Christa discovered she had access to a Maple Museum bank account containing \$21,000 and is working to resolve its status, with Sue Folsom also being an account holder. Andrew explained that the Maple Museum was officially suspended two years ago and is being absorbed into the association, with progress expected in the next month. Christa will continue managing Maple Museum tasks separately for now, including updating the non-profit and handling the bank account, while the association and bank accounts are being integrated. NHMPA does not need to give Maple Museum dues. Christa should be billing her time to the Maple Museum.
- B. **Felker Award - Dale Smith** - The board discussed promoting the Felker Award to a broader audience, with Andrew planning to contact Mike from Ag in the Classroom to help with outreach. Dale raised concerns about low participation, and agreed to improve promotion of the program through grassroots efforts and potentially changing the submission deadline. Christa and Dale agreed to work together on creating promotional materials, including e-newsletters and social media posts, with a clear timeline and entry process.
- C. **Alliance Partners - NAMSC** - Dave talked about the partnership between NAMSC and NHMPA. Which is the penny per container program. Christa will reach out to Theresa.



Motion to adjourn the meeting by Shawn with a second by Chris; motion carried. The meeting adjourned at 8:20 pm.

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

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