



NHMPA 01/13/2026 Monthly Meeting Minutes 7:00 pm - via Zoom

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

Board Members absent: Chris Olsen

Non - Board Members present: Rich Menge

The meeting was called to order at 7:02 pm by Andrew Chisholm.

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- A. **December 16,, 2025 meeting minutes** – A motion to approve the meeting minutes from the previous meeting by Shawn, seconded by Gene motion carried.
- B. **Next monthly meeting** – Saturday, January 24, 2026, in person at the annual meeting

Old Business

- A. **Board Member Positions-** The board discussed upcoming board member renewals at the annual meeting on January 24th, with several members including Andrew as president, Christa as Secretary and Treasurer, Ryan, and Chris as being up for election this year.
- B. **2026 Annual Meeting** - Andrew confirmed that Brian Bainborough set to announce that NHMPA will host the 2030 NAMSC meeting, at the annual meeting. There will be another formal voting process as well. Several speakers were confirmed, including Tanner Frost, Glenn Goodrich, and

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Ruth, who will discuss topics such as tree scarring, new technology in sugar houses, and marketing maple syrup. The Commissioner's Office will be represented by Rebecca Ross and Josh Marshall, with Commissioner Jasper unable to attend due to a business trip. There was a discussion regarding Will Streeter's departure from CDL, with Tom taking over management of the Lancaster office and representing CDL at the annual meeting. Christa reported on new sponsorships, including Hunter Sessions from Winston's Maple, bringing the total to \$14,500. The group discussed the need for vector files of sponsor logos for Orca Promo to produce banners and other promotional materials. Christa agreed to email Orca Promo with a complete list of sponsors and their categories, as well as all sponsor logos. Christa confirmed 151 members for membership and 128 confirmed for annual meeting, so far and the prediction for attendance could be 210 to 215, including expected walk-ins. The group discussed bios and photos for speakers, with Chris confirming his bio was finalized and Shawn providing his materials. Andrew reported that container samples would be available at the meeting, with CDL working on final pricing, particularly for half gallons and gallons, which was expected to be resolved by the 24th. The board talked about soliciting additional photos for a slideshow presentation at the meeting, with Christa managing responses through a Google Doc. Andrew agreed to follow up with Jody about early access to the venue for setup. Andrew asked the board if there were any last minute corrections. Gene asked if there was an update or changes. Andrew and Christa confirmed they do not finalize the 2025 updates until February 2026. It is just bringing everything up to date.

- C. Container Update:** The board discussed container sizes and pricing with CDL, noting that gallons and half-gallons were in limbo due to higher prices compared to previous costs. They agreed to aim for orders of 14-28 pallets to reduce shipping costs, with CDL covering shipping if this volume is maintained. The group also addressed concerns about case sizes, with some dealers expressing dissatisfaction, and discussed a temporary cap solution for containers while a permanent fix for the cap color is being worked on. They concluded by mentioning the need for an online order form for dealers to simplify the ordering process.

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- D. **Big E:** Christa was tasked with following up on the availability of updated financial copies, as Freedom Accounting is expected to begin their quarterly updates soon. The board discussed the accounting changes and financial discrepancies. Sean and Andrew discussed a meeting with Rebecca Ross from the Department of Agriculture, where they addressed issues with the Big E event's accounting methods and proposed implementing a new square system for 2026 to resolve ongoing discrepancies. Shawn highlighted that while progress was made, there was still a \$4,500 unaccounted amount and a labor situation that needed further investigation with Lynn Blye. Andrew advised there was a \$13,000 loss for the Big E event due to labor, inventory, and booth cost discrepancies, which will be investigated further.
- E. **Website Update- Ryan** - Maple Weekend dates are being incorrectly listed on a website, Which Ryan explained might be pulling data from existing sources like nhmaplemap.com. and to contact Laite interactive about correcting the Maple Weekend dates. The board discussed the progress of redesigns for the website. Ryan presented updates on the consumer-facing nhmaplemap.com website, which is being modernized to align with the association's branding and improve user experience. The board agreed to prioritize launching the nhmaplemap site by Maple Weekend, while the new association website is expected to be 85-90% functional by the annual meeting on the 24th. Christa will send photos to Darcy's team for the new websites, and the board discussed transitioning away from current vendors, Loud Canvas and Late Interactive, though this won't happen immediately.

Motion to adjourn the meeting by Ryan with a second by Chris; motion carried. The meeting adjourned at 8:45 pm.

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

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