



NHMPA 08/12/2025 Monthly Meeting Minutes 7:00 pm - via Zoom

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

Non-board members present: Deb Locke

Members Absent: Chris Olsen

The meeting was called to order at 7:03 pm by Andrew Chisholm.

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- A. July 08, 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, September 9, 2025, via Zoom, 7 pm

Old Business

- A. Fairs - Cheshire -** The fair went well and was a success. There was about \$3,000 more than last year. Sales were mostly cotton candy, slushies, ice cream, and our popcorn. Syrup was slow, it is the demographics, not much syrup gets sold at that fair. Deb and Ron were there the entire weekend and did much work. The Association received the Commissioner's Award from Assistant Commissioner, Josh Marshall. Josh Marshall pointed out that the Association did well, he makes a point to walk around to get a feel for what is going on. He mentioned that the Association is the healthiest agricultural Association in the state of NH. And he also made a comment as well that, as a whole, this association is the healthiest agricultural association in the state. He pointed out a couple other associations that are on



the verge of dissolving, and this one has exponentially made improvements year over year, and he was really pleased with the way that Cheshire was run from an agricultural engagement to customer point of view. Deb will send Andrew the reimbursement forms for approval and send to Christa for reimbursement checks. The big E and Deerfield are coming up soon.

- B. Website Update** - Ryan shared Darci Creative's color schemes for the board to vote on, they decided on option 1 with blue hues. Ryan also talked about some content that is not needed anymore, from a site map prospective from Darci Creative. They are trying to streamline a bit to make navigation easier. The home page will have an "about us section" leading with contact us section. Maple weekend will have its own navigation for NHMPA to be able to update themselves, then a member section. Under subnavigation, there will be awards, register, sugar house, member resources, and New Hampshire Maple Museum. There will be standard footer details like access to sign up for the newsletter, contact information, and whatever else is needed in that section. Calendar as well as most anything will be provided in the trainings given. This will be a much easier website for members to navigate. Ryan talked about a resources page to help new start up sugar houses, easy to find resources. Nhmaplemap will be a bit better, and labeled as nhmaplemapfinder. It will all be consumer facing. Darci Creative is working on a proposal for that. Dave mentioned North American Maple came out with a one page, A to Z on how to make maple syrup. He said we are free to upgrade it and put NHMPA on it. Ryan mentioned the more we start to bring attention, and market, and get advertising on both websites, the more we start to bring attention to all of this and reach more people. The website should be a better structure to do that. Andrew and Ryan are happy with Darci Creative and are easy to work with. They have different team members dedicated to each portion of the website. Ryan mentioned headshots and bios for each board member, it would be relevant to put on the new website. Christa mentioned photos and video footage, at some point there will be a gallery page. Send any photos, videos and content to Christa, she will put it in a Google folder to share with them. Andrew suggested he would like a slideshow at the annual meeting for attendees to see. Ryan asked



if other associations can be aggregated on our site as well as their page on our website?

Ryan will bring this up again at some point. Shawn asked about the Facebook page, Andrew advised that it has been a little bit quiet, but it should start revving up soon with the annual meeting coming up.

- C. Container Update** - Andrew sent an email regarding the new screen printing, asking the board to give ideas on what could be on the label, there was a small window to update the screen printing. The discussion continued back and forth with the board to update the wording on the back of the jug along with the correct website url . A motion to accept the new screen printing; (New Hampshire Maple Syrup, born in spring, the sap of the maple tree is boiled, creating this pure, all natural, single ingredient sweetener that enhances the flavor of traditional foods. Its use is bound only by the limit of your imagination) motion by Ryan, seconded by Shawn; motion carried.
- D. 2026 Annual Meeting** - Christa shared the updated sponsorship flyer with the board. There were more updates. Christa will change the platinum sponsor to \$5000.00, add in bold wording for both websites, add in that the advertising would be for 1 year, and change the gold sponsor to \$3000.00. Ryan will send the stats from the website to add to the sponsorship outreach. Christa will make the updates and share with the board. Once approved, she will send out to potential sponsors and the sponsors from last year. Andrew will reach out to Glen Goodrich as a speaker, Andrew also mentioned the changes at NH Dept of Ag, there will most likely not be a hydrometer clinic, but there is still potential. Speakers and demonstrations.



New Business

- A. NAMSC - Sue Folsom/delegate - Dave gave an update on NAMSC delegate update. Sue Folsom sent a letter to Dave and asked him to share it with the board about her resignation from NAMSC. Andrew asked if there is anyone that they may have in mind to take over for Sue. More discussion in the next couple of months to see if there is a volunteer
- B. TD Bank -Line of Credit Discussion - Andrew mentioned that Christa sends out the treasurer's report each week, the board knows the stats of the bank account because of the container issue. There will be containers coming out pretty quickly and NHMPA needs to be ready to pay for the invoices. Andrew mentioned Article 12 of the bylaws, which is to open up a very short term line of credit. Christa explored options with TD Bank, Andrew had a conversation with TD Bank today. The best option would be to set up a small business credit card that has 0% interest to utilize when the time comes. Andrew would like to plan ahead and set this into place. Christa recently sent out letters to all dealers that the invoice terms of payment has changed to 30 days all across the board. Shawn made a motion to go ahead with the small business credit card or line of credit, per Article 12 of the bylaws, seconded by Chris; all in favor, motion approved. Also, a policy was set in place to suspend a dealer from receiving additional containers until they were paid up in full within 30 days of invoices, motion was made by Shawn, seconded by Gene; all in favor, approved.

Motion to adjourn the meeting by Shawn with a second by Gene; motion carried. The meeting adjourned at 9:02 pm.

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

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