



NHMPA 09/09/2025 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:

Members Absent: Chris Olsen, Chris Hicks

The meeting was called to order at 7:00 pm by Andrew Chisholm.

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- A. August 12, 2025 meeting minutes – A motion to approve the meeting minutes from the previous meeting by Shawn, seconded by Ryan motion carried.
- B. Next monthly meeting – Tuesday, October 14, 2025, via Zoom, 7 pm

Old Business

- A. **Fairs** - The meeting focused on updates and planning for upcoming fairs, with emphasis on the Big E and Deerfield fairs. Shawn provided details on producer attendance and logistics for the Big E setup on Thursday, while Andrew mentioned additional volunteers and appreciation for the team's efforts. They discussed supplies needed for Deerfield, including sugar, and cotton candy materials, with Shawn noting some scheduling conflicts but confirming adequate coverage. Andrew shared positive feedback from the Commissioner's office and mentioned the minor issue with product placement at the previous Big E Fair. Shawn will reach out to Stuart Page and

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Larry Moore about Deerfield Fair availability and will coordinate product supply runs during Big E if needed, he will also reach out to more volunteers for Deerfield Fair after Big E

- B. Container Update** - Andrew will meet with Kirsten and Bacon on Thursday to talk about better treatment and a price reduction for container orders, as the New Hampshire Maple Association is no longer being prioritized as a customer. He plans to clarify Bacon's role as a logistics and distribution partner, as production is now handled by CDL. Andrew has documentation of past communication issues and will present a strong stance. Andrew will discuss storage and pricing issues with Bacon, highlighting the need for cost reductions and improved terms. He plans to negotiate better pricing and terms, including potentially dropping the 10% discount in favor of an 8% markup and net 60 payment terms. Andrew also mentioned that some dealers, like Mike Moore, have agreed to take large volumes of containers when they become available. The group discussed the possibility of switching to the association jug. Andrew will try to negotiate with Bacon for a cost-plus pricing model for container distribution.
- C. 2026 Annual Meeting** - The board discussed annual meeting sponsorship progress, with \$10,000 already secured from platinum-level sponsor Farm Credit East and several other organizations, with Andrew confident of reaching \$20,000 total. They confirmed that the annual meeting will be held at the Garponi center with expected attendance of over 200 people, featuring key speakers including Josh Marshall, Rebecca Ross, and Sean Jasper. The board also talked about sending membership renewals and annual meeting registrations during the week of October 20th, utilizing a simplified online Jotform form for easy registration. Andrew reminded the board to prepare their bios and photos for the annual meeting program and website.

New Business

- A. 2026 Membership /Jotform**- The board also talked about sending membership renewals and annual meeting registrations during the week of October 20th, utilizing a simplified online

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Jotform form for easy registration. The board discussed and approved keeping the annual meeting registration fee at \$10 per person, agreeing that maintaining this price would encourage attendance and support sponsorship growth. Andrew agreed to send documentation to CDL and confirmed that the Vice President has authority to act on the President's behalf in case of absence or disability, though he will check the bylaws regarding bill-paying authority. The board also addressed the need for better communication with Deb regarding payments, with Christa requesting email correspondence over text messages for clearer record-keeping

- B. **Ag In the Classroom Discussion-** - The board discussed two main topics regarding Ag in the Classroom donations. First, they agreed to add a donation checkbox for Ag in the Classroom on the membership form, with Ryan and Shawn making the motion. Second, they debated a \$2,000 donation request from Commissioner Jasper, with Shawn expressing concerns about donating to the general fund rather than specifically for maple programs. The board decided to maintain the current \$2,000 line item in the 2025 budget while considering how to handle it in the 2026 budget, with options including keeping it as is, adjusting it based on membership donations, or removing it from the membership form entirely. They agreed to maintain the \$2,000 annual donation to Ag in the Classroom while removing the donation checkbox from membership forms. Andrew presented a new state marketing campaign called "Natively New Hampshire," which will feature a licensed logo that the association can use on products. The board expressed support for adding the logo to association jugs and other products, pending final approval and color guidelines from the Department of Agriculture.
- C. **Darci/nhmaplemap.com website** - Ryan - Ryan and Andy presented a proposal from Darcy Creative to revamp the New Hampshire Maple Map website, which came in at a lower cost than expected. The proposal includes various improvements such as navigation, design, content, and hosting, with potential advertising revenue to offset costs. The board members expressed support for moving forward with the project, citing the long-term value and professional

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appearance of the website. Ryan agreed to follow up on a potential nonprofit discount and confirmed the project could be completed by January, in time for Maple Month.

- D. **Maple Museum** - Andrew discussed the museum dissolution, with Rebecca Ross, the head of the New Hampshire Department of Ag, helping align the Attorney General on the dissolution process due to high attorney fees.
- E. **Maple News** - Kate and Christa discussed advertising for the annual meeting in the Maple News, deciding on three quarter-page ads for September, October, and November, with the possibility of a larger half-page ad to promote sponsorships. The board approved a half-page ad in Maple News for \$400 each for the September, October, and November issues, with Kate tasked to negotiate for the top right-hand position. Andrew and Christa discussed sponsorship opportunities, with plans to target three platinum-level sponsors including CDL, Farm Credit, and American National Insurance. A motion to approve \$400.00 for each month for an ad in Maple News, a motion was made by Ryan, seconded by Shawn.

Motion to adjourn the meeting by Andrew with a second by Shawn; motion carried. The meeting adjourned at 8:56 pm.

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

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