



NHMPA 12/16/2025 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)

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

Non - Board Members present: Deb Locke

The meeting was called to order at 7:01 pm by Andrew Chisholm.

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- A. **November 11, 2025 meeting minutes** – There is a change to the meeting minutes to update the date for the containers being available (see Old Business , A) from Q1 2024 to Q1 2026. A motion to approve the meeting minutes from the previous meeting by Gene, seconded by Chris motion carried.
- B. **Next monthly meeting** – Tuesday, January 13, 2026, via Zoom, 7 pm- (Tentative)

Old Business

- A. **Membership 2026 - totals-** Christa advised that as if today NHMPA has 86 members renewed for 2026. Membership is steadily coming in. Andrew would like to see higher numbers. Eblasts will be sent out on a regular basis.

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- B. 2026 Annual Meeting -** The focus is on planning the annual meeting's schedule and speakers. Andrew outlined the day's events, including sessions with the governor, Commissioner's Office, Glenn and Ruth Goodrich, and a hydrometer clinic, pending confirmation. He noted that sponsorships were progressing well, and merchandise for the meeting was being reordered. Christa reported 42 annual meeting registrations, with a goal of reaching 100 registrations before Christmas and another 100 by the January meeting. Andrew mentioned that he and Christa had created an agenda for the annual meeting, which they would share with the board, and noted that the Commissioner's office would be split between two meetings on the same day, with one representative attending the Christmas Tree Growers Association meeting and others attending the board meeting on the 24th. The board discussed adjustments to a Maple News ad, with Gene providing grammatical suggestions. Christa confirmed that the December ad in the Maple News would be a freebie for New Hampshire Maple. Andrew mentioned that board bios are needed with a photo for the program. They can be sent to Christa for review.
- C. Website Update- Ryan -** Ryan discussed the website updates and annual meeting materials. Ryan presented a modernized website design featuring responsive technology, updated branding with green colors inspired by Granite State, and an automatic scrolling advertiser section. The board agreed to gather more member photos for the website and annual meeting slideshow. Andrew suggested reaching out to Barbara for historical photos from a book about New Hampshire maple sugaring.

New Business

- A. Charity Letter - Board Discussion -** The charity letter for the annual meeting was discussed. The letter, designed to raise awareness and funds for struggling maple families, was reviewed by the board, with Shawn emphasizing the importance of making it an ongoing initiative rather than a one-time event. The board approved a charity letter with a definitive



cutoff date for donations, and Gene suggested adding contact information for board members for questions or needs.

- B. **NHMPA Grant Application** - Andrew presented a draft document for association review: a grant application framework for new maple producers. The grant would provide up to \$1,000 for producers with 10 or fewer years of experience, requiring a short essay and public presentation at the annual meeting.
- C. **Fair Etiquette** - The fare etiquette policy established guidelines for product submission, including requirements for producer identification on boxes and a new system where payments would be final once checks are issued, with producers responsible for resolving any product mix-up issues between themselves rather than involving the association in disputes. Andrew reported significant accounting discrepancies at the Big E fair, including a \$5,700 shortage and increased labor costs of \$3,000, which he is investigating with the help of Assistant Commissioner Josh Marshall. The board discussed standardizing inventory management at fairs, agreeing to implement a digital system where producers must complete inventory sheets before entering, with links to be added to the website for downloading forms. They also discussed adding functionality for container distributors to place orders through the website, with Andrew and Ryan agreeing to follow up separately on this initiative. The board discussed ongoing issues with the Big E fair's accounting and financial management, where Andrew explained that despite implementing Square systems, there are still significant problems and recent accounting errors. They agreed to wait for Josh's response by the end of the week before proceeding with check distributions, while Christa confirmed that Deerfield fair payments had been processed.
- D. **Drouin engagement letter** - The board also voted to re-engage Drouin as their accounting service.
- E. **NHMPA 2026 Budget** - The board reviewed the association's budget, with Andrew explaining the various expenses including credit card fees, storage rent, and website management costs. They also discussed reducing promotional spending in 2026 to be more

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conservative, while aiming to generate \$3,000-5,000 per month in advertising revenue to fund their marketing strategy. Andrew noted that the website development costs would pay for themselves within the first year, and mentioned that the cotton candy machines needed repairs at a cost of \$1,500. The board discussed the budget for 2025 and 2026, including website revenue projections and promotional materials for the annual meeting. They reviewed various expenses such as container sales, regional meetings, and goods purchased for resale. Andrew mentioned plans to create a map of New Hampshire with pins for board members to improve visibility of their distribution across the state. The board also discussed upcoming fair expenses and donations to Ag in the Classroom. They also reviewed the budget for association management, noting they were under budget for general admin and treasurer expenses. also addressed the need to reorganize mileage and travel reimbursement line items with Freedom Accounting, and considered alternatives to Grasshopper for phone services to reduce costs. A motion was made to approve the 2026 NHMPA budget by Shawn, seconded by Chris.

- F. Misc Items:** The board also confirmed that Maple Weekend will be held March 20-21, 2026, and discussed the need to vote on hosting the 2030 North American Maple Syrup Festival at their January meeting.

Motion to adjourn the meeting by Shawn with a second by Chris; motion carried. The meeting adjourned at 9:27 pm.

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

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