



## NHMPA 02/11/2025 Monthly Meeting Minutes 7:00 pm - via Zoom

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

**Members Absent:** Chris Olsen, Ryan Sheehy

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

### **Approval of Prior Meeting Minutes/Upcoming Meeting Dates**

- A. January 07, 2025 minutes and the January 25, 2025 meeting minutes – A motion to approve in the meeting minutes from the previous meeting by Chris with a second by Dave; motion carried.
- B. Next monthly meeting –Tuesday, March 11, 2025, via Zoom, 7 pm

### **A. Old Business**

- a. **Membership** - Andrew and Christa discuss plans to boost membership, currently at 207, including updating the website with new tiers and sending an email blast. They also touch on the progress of a new website and updates to [nhmpalemap.com](http://nhmpalemap.com), with some members still needing to provide information for the upgraded premium service with their ads and links. Christa will finalize the new membership tiers with Loud canvas for the website updates, Margaret for the jotform, and send out another membership eblast with the jotform link to all members.
- b. **New Website** - We are waiting for five premium members to submit their banner ads for the website. Andrew plans to speak with Mike Bertolone about



purchasing an ad space at the bottom of the page instead of using his membership for insurance advertising.

- c. **Maple Museum**-Andrew will continue discussions with the attorney regarding the museum merger process.
- d. **Winter Meeting Recap** - Andrew discussed the success of the winter meeting, with a focus on potential improvements for the next year. They agreed to maintain the same location and weekend for the 2026 meeting. Ryan's feedback and ideas were shared, including suggestions for board member bios, website stats, and digital marketing. There was also positive feedback from vendors who attended the conversation, with some expressing interest in future collaborations. The possibility of raising the price for sponsors was discussed, agreement to increase the bottom end from \$250 to \$500. There was a discussion of the potential for more organized marketing for the next year's event. considering potential speakers for future events. They also discussed the need for a timeline for certain tasks, such as creating a sponsorship form and reaching out to potential sponsors. The idea of inviting Glenn Goodrich and Ruth to speak at a future event was proposed, as well as the need for an introductory presentation for new members. The team also discussed the challenges faced by small and medium-sized producers, including land access and expansion plans. The board discusses potential speakers for an entry-level maple operation presentation, with Steve Roberage and George Cook suggested as good candidates with prepared programs. Lastly, the idea of recording presentations for future reference was brought up. There was discussion regarding regional meeting ideas, focusing on informal events such as ice cream socials and pub events. They considered hosting these events at various locations throughout the state, with the aim of increasing membership and fostering a sense of community among members. The idea of organizing a Zoom meeting was also brought up, but the board seemed more inclined towards smaller, more casual gatherings.



Possibility of organizing a regional meeting in Lancaster, with the aim of engaging more members. The consensus was to proceed with these ideas and to keep the community informed about upcoming events.

- e. **Governor's Tapping in March Planning** - The board addresses the governor's tree tapping event, considering alternative locations and the possibility that the new governor might not be interested in participating. In response, board members brainstorm ideas for celebrity participants, including Adam Sandler and local performers, to promote the maple industry if the governor declines. Andrew will follow up by calling Adam Sandler's mother and Governor Ayotte's office.

## **New Business**

- A. **Grant Scholarship/Grant**— The board discussed the new Grant scholarship approved at the previous meeting. They brainstormed on the eligibility criteria, application process, review, and funding. The discussion revolved around whether the scholarship should be open to all ages, stages in maple production, and whether it should be specific to education or general maple production. The board also considered the possibility of offering both monetary and equipment grants. The next steps include further discussion on the application and review process, and determining the specifics of the award. This will be discussed further at the next board meeting. How do we fund it internally from the association? Andrew would like to remove "scholarship" and rename it to "New Hampshire Maple Producers Association Grant" for future discussions.

Motion to adjourn the meeting by Shawn with a second by Chris; motion carried.  
Meeting Adjourned at 8:31 pm.

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

Tel 603-833-2347  
info@nhmapleproducers.com  
www.nhmapleproducers.com