



NHMPA 01/07/2025 Monthly Meeting Minutes 7 pm via Zoom

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

Non-board members present:

Members Absent: Chris Olsen

The meeting was called to order at 7:07 pm by Andrew Chisholm.

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- A. November 19, 2024 minutes – A motion to approve minutes from the previous meeting by Ryan with a second by Gene; motion carried.
- B. Next monthly meeting – Saturday, January 25, at Annual Meeting In person

A. Old Business

- a. **2025 Budget** - The discussion started with the 2025 budget, which was sent out in an email the previous night. The budget was described as a working document that gets tweaked throughout the year and is reviewed by various parties, including the board and the membership. The board discussed the income and expenses for the year, including the grant income, container sales, fair sales, membership dues, and annual meeting expenses. They



discussed the potential for new fairs and the need to adjust some numbers. The conversation ended with a discussion on the equipment repairs and booth expenses. Discrepancies in the financial projections for 2024 and 2025. They identified errors in the booth expenses and labor costs, which were incorrectly listed as \$20,000 and \$24,564, respectively. The board decided to revert these figures to zero and requested further clarification from the accounting team, Freedom. They also noted inconsistencies in the Treasury and Deerfield sections, with the 2025 projections being \$1,200 and \$4,000. They agreed to make these changes and requested that Freedom provide further explanations for these discrepancies. Christa updated the budget, adjusting the Deerfield Booth expense to \$4,000, removing the \$20,000 placeholder for the Big E Booth expense, and subtracting \$2,500 from legal fees for the New Hampshire Maple Museum line item. *A motion to approve the 2025 Budget for the annual meeting by Gene with a second by Shawn: motion carried.*

- b. **Annual Meeting** - Andrew discussed the upcoming annual meeting, highlighting the topics and speakers, including Dr. Tim from the University of Vermont, Ryan from Town Square Media, and representatives from various maple industry companies. He also mentioned the involvement of NRCs and Orca Promo, and the creation of a 19-page program for the event. Andrew will follow up with Dr. Tim from the University of VT, and Lynne Blythe from the Big E, he will confirm the audio visual setup and communicate with all speakers. Andrew will work with Joe to finalize the website membership details. All board members to be prepared to answer questions about seal



quality and association jug requirements from the fairs, during the annual meeting.

- c. **Membership Update**- Christa updated the team on the current membership count, which stood at around 88 members, and encouraged everyone to at least maintain their \$40 membership. Ryan suggested the delay in renewals could be due to the holiday season
- d. **Website Update** - The meeting focused on the development of a new website for the association, with a particular emphasis on the new membership tiers: basic, enhanced, and premium. The basic tier will have limited updates and pictures, while the enhanced tier will have more updates and pictures, and the premium tier will have no limits. The website will also feature a banner ad for premium members and a carousel rotating advertisement for all premium sugar houses. There was discussion regarding the need for automation to streamline processes and reduce manual work. The new website will be displayed at the annual meeting, with Morningstar Farm and Sunnyside Maple showcased as premium and enhanced members, respectively. The team agreed to further discuss the website updates after the meeting. The potential for advertising on the association's website. They considered partnering with Wendy Larson, a former advertising executive, to generate revenue. The team agreed to create an advertising package and present it to Wendy for her input. They also discussed the need for a formal letter authorizing Wendy to represent the association in advertising efforts. The board also considered using in-house resources for graphic design and advertising. Christa mentioned to consider Morning Ag Clips. The



conversation ended with a consensus that they were leaving potential income on the table and needed to follow through with the advertising opportunities. Wendy Larson - *Motion to approve a letter of support to Wendy Larson by Ryan and seconded by Chris; motion carried.*

Motion to adjourn the meeting by Shawn with a second by Dave; motion carried. Meeting Adjourned at 8:53 pm.

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

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