

DRAFT NYSMPA Board Meeting 1/8/16

Mtg called to order at 10:05am with the pledge and prayer (Dean Delevan)

Dean – Vera Lyndaker died – both charter members of museum and both were Hubbell award winners.

Review minutes of oct meeting – eric move accepted as presented, Dwayne second – carried.

Greg – spread sheet re pricing on syrup. Ny average lowest in the states. Average of 3 producers per state. Ppl set up with online sales. Topic of conversation.

Roll call

President's report – re new logo proposals. Asking for directors to approve our plan going forward. Feels strongly that we need a common logo for pure new York slyrup. We have not promoted the big picture of pure ny syrup brand. We steve Richards and Alex from zoey advertising who have worked up some jugs with mockup logos on them. Work in progress. Ttt is complicated and doesn't scale down for small size containers. Couldn't trademark the ttt logo – ttt used to describe too many products so we can't trademark the logo. Made a mistake giving funds brought into to the .funds to create the ttt logo. Have not done anything to promote that logo. Where do we go from here? Need to put befofe consumers a min of 4 times for them to begin to remember it. We have abandoned usage of the logo at the state fair. 10 venues with ppl voting on the logo choices. Consumers across the state chose one they liked best – the same one. Consumers liked a 6 color logo. Best way to get it out there is on containers. Ask steve to discuss logos. Color(s) can change but the spirit of it is the same. We will be trademark this logo. Discussion on the use of the logo. Interested in feedback on usage. Sugarhill may install a wrap label machine – will talk with hillside tomorrow at their - booth re this and show them the samples. Possibility of foil pouches? Glass containers will be easy since we have to label them now. Money in budgt to get trademarked this year. Do we want to get income from the use of this? If so, what do we do with that income? Heavy buy local promo now. Scott, ;tony vg, carried

Treasurer's report - P&L and balance sheet distributed. Looks like a huge loss but there is state moneyh to draw on by submitting. We are building a little surplus every year. Doug t, greg – carried

Exec dir report – harry kudo coming up to speed fast – applause. Applications for mw and memberships happen at this time – we have 160 ppl for maple weekend (same as last year) – ppl can pick up their mw promo materials here at vvs for the first time. Memberships – have 30% not responded yet. 491 members so far this year. We finally have a signed contract with the state – scope of work document sent out to directors – most detail and measurable outcomes we have ever produced. How are we meeting minority and women owned business objectives. We will make the 15% on women owned business – printed materials mostly from women – state fair booth cleaned by minority business. We will have to get a exemption for the minority business. Have to file with grants gateway so everything can be filed electronically. New auditor this year – very pleased. Rutgers wants a letter of support for research project – will discuss in new business. This week enquiries from two grocery chains leon's in Lincoln, nb, and lidl which is aldi's competitor – Australia. 10 prducers info sent to austrailian co. be realistic that we don't have a packer in ny who can compete on price. Harry – two requestes for syrup – one in Albany lobbyist jim lasky due to our “big crop” last year, a&m is pushing our syrup, best we can do is make referrals. Helen visited newzealand – Holland America – maple syrup on their menu and it was the fake stuff. Do we need to have some letter to give to these people? What about a card – that this is product misrepresentation? Taste ny event in nyc later this month. A&m evaluating where they are going to go with taste ny program. S. childs and team have developed phenominal educational materials for elementary students. Videos, worksheets and materials are available or will be shortly on our website. You can stop at assoc table see. Steve doing a class on what it is and how to use it. Tony vg and Dwayne – carried

Maple center – dave schiek – this time of year evaluating last year and what to do to move forward. Too much traffic around hot sugarmaking process. May move it 2-3 feet towards the cooler will help. Need a bigger 3-bay sink in popcorn area and the need for a mop sink. Move downstairs sink to upstairs – may add a 3rd sink to be able to prep

before and during the fair with computer/office work done upstairs. Kim enders has some family issues and will help but not on the scale she has been. Amanda wahlung up to speed to take over some of the work kim has been doing. Steve working on vacuum cooling – should allow us to cool much quicker – also cream if we start making that at the fair. Would like to see mw promo on the screen at the booth (dean weber). Maple weekend banner at all the county fairs (greg). 29 gallons of syrup to the potato booth for the sweet potatoes – they will have more promo on us supplying the syrup and free tickets for our workers to get a potato. Any problem with other vendors on where the education center is? Will make more emphasis on using maple as a sweetener instead of topping. Less emphasis on equipment and history. From our perspective it worked much better. How did facebook selfie work – close to 900 likes now. Will promote during fair. How much table syrup in tasting did we use? About 6 gallons. Comes down to right staff in the right place to make it work. Motion dougk, greg – carried.

Eric – maple syrup council – pa hosted probably the best international meeting he attended. High points – research papers presented in technical sessions, networking with others, 17th state/province – west Virginia (over 300 producers), we are extremely fortunate to have a research ext outreach function in our state – steve childs – plus two others who work on maple issues. Ny is self funding our research, zoey advertisement, ttt, etc. we are being emulated by the other states and provinces. Eric speaking on how we grew mw in ny as they want to do it in Michigan. Open session meetings not as interesting as committee meetings. Ny info tech, dissemination and research – how are we doing it? Tim wilmot uvt has retired and his position will be replaced. Ontario has withdrawn from council – hope they will vote to rejoin. Their delegate was not reporting back to the province what the council was doing. Ontario bent out of shape because no research dollars go to Ontario – but they never applied for one. 3 sources of revenue for research fund – 70K requested this year – they were able to fund – ipa isopropohal alcohol illegal to use to sanitize in nys. Working with imsi re int'l maple syrup day – another step forward on what we are doing with mw. Council meetings in vt next year, Quebec, nh, wisc and ny in 2021. Hank Peterson NH has passed away – resigned his seat last year and passed about a month ago. Avard Bentley fell 25' onto cement – home and learning how to walk again. Consider penny per container should have returned from ny last year \$48,000 if all in pints – last year internationally fetched a little over \$30K. auction brought about 5,000, and alliance partner – eq mfg, bus ppl and state assoc, make a donation each year directly

Angela swan on mw – coordinators solidified plans – 160 by end of October signed up. Advertising similar to last year – same budget. Added some things with zoey. Ap to search for sugarhouses. Steve & alex. Saw a lot of new sugarhouses on tv this year. Zoey helped pick out new pictures to give media. Seminar tomorrow on how to make the most of your mw. Looking for responses on how it went versus last year. Is there a link to download ap on mw page? Will be. Promo packets – would be good to use lobby day. Tony. Motion to accept tony, Dwayne – carried.

Legislative affairs- Dwayne – FB Meeting - working with jeff Williams – feb 8 is maple lobby day – same time as ffa lobby days, so keith's kids will be there also. Also talked with pat hooker from governor's office about ways we could get some funding to promote our logo down the road – he thought perhaps thru I love ny grants to promote maple weekend freeing up some money in our budget to promote the logo. Helen suggested 213 last year plus 100k for steve childs – will ask for the same k this year. Christina layne no longer in a&m – started a new position in the governor's office on agricultural affairs and doesn't know who will replace her. She will try to get the governor to attend a maple weekend event this year. Let helen or Dwayne know if interested in participating in lobby day. Not sure how many ppl we need at this point. Would like 1 rep from each region. Mike & deb kinney from st Lawrence already volunteered. Eric, tony, carried. council of ag organizations for maple Revisions on policy.

Greg re maple ambassador – things going well. One of ambassadors here – program going smoothly. Would like to see more involvement going forward. Dwayne, tony, carried

Lunch break

Kristi ann – vvsffa – 8 other schools in wny participated with the maple trailer – elementary schools – wore shirts available due to funding from gvrma. Went to harlem with assemblywoman Rosenthal – preparing for mw – setting up for this conference. thanks. Then keith – did not go to nyc due to gen valley tied up a few weeks plus the shows they do annually – slide show of many of the legislators in their areas with the maple trailer. Talked about gen valley grant – quite a challenge to show others how to use the trailer. Money not the issue – human resources is. Educational

outreach for our industry. Possibility of another trailer/generic to move around the state. Great experience in Harlem—middle/high school. Conf next couple days – 17th year here. Have 10-12 new vendors this year.

Pam green – IMSI – VT MPA chair – re Omni hotel program for marketing and promoting maple syrup. Did a program with; honey last year. Lost 1/3 sugarbush to storm. Background – mktg report from Omni came to a large packer in vt with proposal who brought it to the Vermont MPA which she chairs. IMSI maple marketing plan and initiative – this is an exciting opportunity for this pilot project. Have met with Omni hotels – 60 in North America – Montreal, Toronto, Mexico and the balance in the US. Very upscale hotels and resorts. Want to wow their guests. Last year introduced a flavor project and did honey. Top chefs and mixologists, somonaires, 2 pr cos, videographers, press – learned all they could about honey and made a video telling the story of honey which was shown in all their hotel rooms and their website. They propose a basic package – 25,000 from the maple industry and the hotel puts in equal money. Canada is participating. Memorial Day thru Labor Day. Biggest way to measure it – what is the actual connection to the people? They serve 250,000 drinks a year poolside. How many ppl ordered something with maple in it? They will be able to tell us. Interested in maple as an ingredient. How many honey makers participated? Would like initial money by April 1st - balance by May 1st. Is there a standard letter of commitment?

Lyle merle – imsi – feels it is an opportunity to try joint promotion of maple. 19,000 committed so far – lyle suggested ny put in 5,000 and have someone involved on the committee. 62mm pounds in federation reserve – raising pay price for top grades by 3 and others by 1 cent. Exchange rate significantly - \$2.09/pound based on exchange rate to the producer. More concern over a poor crop than too much syrup. Nielson reports indicates maple sales up significantly – artificial are flat or down. Canadians paying ... for organic. We need to get the consumer to think of syrup as a sweetener and not just a topping. Developing a sustainable strategy – 90% less than 30 yrs. Ago. Corn syrup making a smaller footprint. Maple trees are protected in Quebec – need a permit to cut one. Dave Chapeskie main contact on the omni project. Uniform guide for judging maple at fairs, etc. to work in conjunction with the new grading system. Discussion on off flavor syrup - where it can be used, pricing, etc. all syrup picked up bottles by big packers were deemed to be acceptable. 1/3 of samples picked up at farm stores, farm markets, etc. were no acceptable flavor. We all have to put good quality out there.

Farm viability – dave grusenmeyer – set up by a \$1MM grant. Came up with a farmer controlled, farmer directed organization. Senator young (chair ag committee) liked the idea and put up \$3MM to stand fund the FVI. 10 member board of directors. Expanded 3 at large seats (+7 original) – greenhouse, beef production and juice/wine industry were chosen to add. Annual report summarizes projects (passed out) Since 2005, 209 projects completed – roi 7.04. farmers involved in the project are included in the number, but farmers who copied what they saw are not included in the numbers. Farm viability institute started by farm organizations. Farmer review panels to evaluate projects. Use survey monkey to poll farmers in a certain area as to what they feel would make a difference in their businesses. This info is used to determine what grant requests should be funded. Specialty Crop Grants from usda are administered by the fvi. Rfp for specialty crop grants went out yesterday. Funded 4 yrs of value added training – confection notebook, tubing sanitization and a notebook came out, 2 yrs of beginner producers which brought about maple camp. Helen-Our lobby teams always asks for legislature to support fvi.

Cornell maple – steve childs – thanks for helping fund the maple program thru the legislature. Written report sent out to everybody. One big projects – cornell takes charge of 46 maple programs being presented tomorrow. July 17-19 maple tour – Cortland. Maple camp will be in wva this year. Cornell advisory committee will be held following this meeting. Notebook to look and video for each elementary grade group. Will be available on the nysmaple website. 5th grade in process, 3rd grade still to do. On ag in the classroom. All worksheets tied to core. Helen will have cd's available.

Maple museum – haskel yancey. Letter from don moser passed out – paint the county pink - museum won trophy. Conference room has had a lot of use. Hall of fame moving to 2nd floor – maple museum travelling to more places. Christine ? exec director. Problems with the mailing list – have sorted by hand. One of the charter members vera lyndaker (94) passed away.

Maple foundation – had a written report.

Played a mw video clip.

Unfinished business

hnysmpa go on record in asking the foundation to disband and return funds earned by tttt to the nysmpa to be placed in the cornell endowment fund – and copy to sect of state for their c3. 2nd by greg. There have been no disbursements and we have no financials to review. #1 Eric – We go on record asking Maple Foundation to disband and return the Greg. – motion carried by the directors – letter under Harry's signature

Harry - Zoey will be doing the pipeline from now on.

Committee structure – hary let the exec committee do more of the work of the board and report to them. Eric – important to keep the whole board involved. – after discussion by the group, Harry dropped this idea. It was requested that any decisions to the Exec. Board be made available to the whole Board. Minutes are not kept in Exec Session – but the board should see the agenda so they know what is being discussed.

Online store – we need to change the web page so that Helen is not involved in consumers purchasing from the website. We need to have those inquiries directed to a members store on a rotational basis. Greg moved that we shut down the online store, nadeen 2nd – carried

Tony vg – Dwayne and tony met re bylaws – a draft of amended bylaws were passed out. Eric moved we accept this draft for voting on in june meeting, haskel 2nd – carried. Changes will be send electronically to the Board up until the June meeting. Final draft will be in the director's hands two weeks before the June meeting.

Farm bureau mo publication of grass roots – hary got a call for lindsey wickham – wanted to reproduce a picture from the pipeline. Alex from zoey took care of forwarding to lindsey. Having zoey help us with the pipeline has been a really good move for us.

Hannah sent our assoc a digital grader as a donation. They want us to give them a letter of recommendation. Discussion. We cannot accept due to the endorsement they request. Eric ove we return it since the assoc doesn't make syrup so we can't endorse it, 2nd don weed – carried

Harry motion to proceed trademarking the new logo and develop rollout, print materials, signage at the fairs., tony vg. Much discussion followed about what we will do with this logo – Move Harry that we proceed to trademark the new logo, Doug Thompson – carried

Helen re request for us to support research with a letter that this is a valid research product. He is doing a grant application to the usda. sTEVE no problem with the research but all we would possibly get this from is what the chemistry of maple syrup is. Eric – we should turn over to Steve or Peter S for them to respond. Pete has responded that he doesn't want to comment. Mike F out of his area but would be willing to support. Eric suggests we not endorse it – tony doesn't cost us anything and may help the maple industry. Eric – unless we understand what they are looking for, we should not endorse it. Dan moved to give our endorsement, 2nd by tony vg – defeated

Do we want to become an alliance partner to the namsc? State assoc partnership – vary from \$50 to several \$1,000. Of 17 states and provinces, half are alliance partners. No administrative costs removed from fund. Tony vg suggested going \$1 per member – Dan moved we become a alliance partner, haskel- carried. Tony motion to donate \$1 per member for the prior year's membership, Nadine 2nd – carried \$68

IMSI done a lot of work on lead and provided a chart on # of taps and how to implement elimination of lead – Harry wants to have it printed in the Pipeline. board approved

Helen – Blair Smith re underreporting of syrup (per Blair) – money will be cut for full study in NY – from now on it will be some. In 2017 USDA will be doing a farm survey that will give maple producers the opportunity to report. He is looking for a list of more people to send surveys to. NASS has the same issue. How do we do it?

Brown County, IN (Dave Hamilton, President of Assoc. doesn't know anything about it. Eric thinks we should ignore request – board agreed.

Omni Hotel association – Helen – Pam said we would be asked for a list of sources in the state for the products they would use. Karl questioned if we can use state money to support private industry. Dwayne moved we pledge up to \$4,000, 2nd by Greg – Eric we should participate and have Helen go to these meetings and once we have something tangible on what they will be doing that we use Dwayne's motion "not to exceed" with the exec committee to make the decision. Approved with 1 no.

Lobby day asks – sheet sent around – first two columns what we got in 15-16 – colored second two columns are what we are thinking we should be asking for 2016-17. Asking for feedback on maple weekend – same. Do we go to I Love NY and ask for money? Maple Center – by Jan 20th need to know if you have any input on this. Eric said we should ask for the same as what we got last year. Tony – do we need to put more money into Keith's trailer and truck. We should ask Keith for numbers. Helen will revise the total number ask for \$213,000 – same as last year.

We talked about setting aside some money to have HS students learn to make maple cream, etc. We need to put more work into how to do the program.

Approval of SF Contracts – we will ask for the same total Dave 4%, Dave a 3.5%, Kim and Amanda total will be 4.5% - asking for permission not to exceed – Tony VG and Doug – carried

Vera Lyndaker – request to have the Assoc. make a contribution to the maple museum in her memory. Harry, we traditionally make a \$50 for Hubbell award winners. Eric moved, Doug – carried

June 10th next meeting Friday – at Helen's office

Motion to adjourn Tony VG – Eric – carried.