

New York State Maple Producers Association

Minutes of June 10, 2016 Meeting

301 Myron Road, Syracuse, NY

The meeting was called to order at 10:00 a.m. by Vice President Tony VanGlad, Present were Tony VanGlad*, Treasurer Karl Wiles*, Secretary Dottie Merle, Executive Director Helen Thomas, David Campbell*, Richard Hamilton* Dwayne Hill*, Gordon Putnam, Eric Randall*, Larry Rudd*, Scott St. Mary*, Dave Schiek, Doug Thompson*, Don Weed*, Haskel Yancey*, and Greg Zimpfer*. * indicates voting members of the Board. Also in attendance were Steve Childs, Dean & Ruth Esther Delavan, Lyle Merle and Dale Moser.

The group recited the Pledge of Allegiance to the United States.

Eric Randall moved that the minutes of the January 8, 2016 meeting be approved as presented, 2nd by Doug Thompson – carried.

Due to personal reasons, Harry Komrowski sent a letter of resignation for the President position. Doug Thompson nominated Vice President Tony VanGlad for President, 2nd by Eric Randall – carried. Eric Randall nominated Greg Zimpfer for Vice President, 2nd by Dwayne Hill – carried. Eric Randall moved, 2nd by Doug Thompson and carried that the Secretary cast one ballot for Tony VanGlad for President and Greg Zimpfer for Vice President.

Officer's Reports

- Treasurer Karl Wiles reports were sent to the Board before this meeting. Karl said he is having trouble getting the grant numbers properly in Quick Books. We have received \$144,000 from the 2015-16 Grant and have vouchered for another \$69,000. State Fair revenues were down last summer and expenses, which includes the Omni promotion, are going up. Overall, we are down about \$10,000 to keep in mind as we prepare for the future. Tony suggested that we set up a committee to look at raising dues since we are losing money of what each member costs the Association versus what they pay in dues. We have no feedback on the Omni promotion at this point – it just started 10 days ago. 31 Omni Hotels will be featuring menus that use pure maple syrup in their summer pool/bar menus. We intend to put the recipes from this endeavor on our website. We have given samples of six producers who have unique products. Eric mentioned it was beneficial for New York to participate in this joint promotion in the Maple Industry. Eric Randall moved to accept Karl's report, 2nd by Dwayne Hill – carried.
- The Executive Committee reported the following projects –Tony VanGlad moved we execute a year-long contract with Zoey, 2nd by Scott St. Mary. Discussion followed. We can't execute a contract with Zoey until we have an approved budget and know what funds will be available. Eric Randall moved that we table until New Business, 2nd by Dave Campbell – carried. Doug Thompson moved to accept this report, 2nd by Dwayne Hill – carried.
- Executive Director Report – Eric Randall moved the report be accepted as it was sent out to the Directors, 2nd by Greg Zimpfer – carried.

Association Membership/Delegate Reports

- North American Maple Syrup Council – Eric Randall, Delegate and NAMSC President, had no written report. They are working mightily to establish a USDA maple information base list, particularly for those areas that do not have their own maple resource. New York is fortunate to have the support of Cornell’s extension outreach, the State Association, and our own Executive Director. Michigan is struggling for their state association and Vermont is having problems joining three groups into one. The annual meeting will be in Burlington VT October 26-29th this year. Eric feels it is important that we continue to support the International Maple organizations. *The Maple Digest* issues for the past 52 years have been donated to the North American Maple Museum and they are in the process of putting the past issues as an on-line resource.
- IMSI – Lyle Merle sent out a written report. The official Maple Crop Report should become available today. Early indications are that this year’s crop was 200MM pounds, versus marketing at about 165MM pounds. It is estimated that markets are growing about 10% per year. So, it looks like 50% of next year’s market needs are already in the barrel. Eric moved to accept Lyle’s report, 2nd by Doug Thompson – carried.
- Legislative Affairs – Dwayne Hill sent out a written report – asked for any questions. There being none, Eric moved to accept Dwayne’s report, 2nd by Doug Thompson – carried.

Committee Reports

- Maple Center – Dave Schiek reported that the Fairgrounds are all torn up. Major changes affecting us are the Maple Education Booth moving to the other end of our building, the Taste NY tent is being moved from the main gate to our building across the aisle from the restaurants, the Potato Booth is moving into the restaurant at the other end of our building and next year Nelson Farms will be moving into where the Potato Booth is presently. There is concern over how all these changes will affect the Maple Center. We are considering some new products to keep the public interested. We are setting up a panel of three people who are not consignors to the booth to inspect product when it comes in – checking grade of syrup, cream, correct labeling, etc. Have sent out pricing for the 2016 Fair. We are adding vacuum cooling to the sugar making process and will be adding some new equipment. On-site sugar sales account for 25% of the booth income. We are increasing the cotton candy price to \$5/bag with \$1 of that amount going to the Cornell Maple Endowment Fund. Ice Cream pricing may also be going up. The rest of the prices have been set, syrup remains the same, cream and some value added products have gone up. The price list is included in Dave’s report. Will be sending out bottling tips with the consignment sheets for the Fair. If you don’t sign up to consign by the deadline, you will not be able to consign product this year. We actually ended up with too many volunteers at times last year and paid an all-time high for help. We will be turning away help if shifts are already full. Eric Randall moved to accept this report, 2nd by Dwayne Hill – carried.

- Sage Memorial Committee – Eric reported that they have put a packet together and Helen has gotten it out to institutions. Some interest is already being shown. This is an award, not a scholarship, and will be awarded at the end of the junior year. In 7 years, this fund should be depleted. Dwayne Hill moved to accept the report, 2nd by Karl Wiles – carried.
- Maple Ambassador Program – Greg Zimpfer reported Kaiya Green was chosen Maple Ambassador for this year and Samantha Thurston the Jr. Maple Ambassador. Both are VVS students. There was a very poor turnout for the contest this year. Scott St. Mary moved to accept this report, 2nd by Dwayne Hill – carried.
- Maple Weekend Report – Angela Swan sent a report. Larry Rudd reported that attendance in their area seems to be dwindling. Some producers are advertising their own biggest and best dog and pony show. It is important that we work together on this event. Eric Randall moved to table until under New Business, 2nd by Haskel Yancey.

Old Business

- By-Laws
 - Certification of Incorporation – On advice of Farm Bureau, we had a legal team look at our By-Laws because there are legal requirements that many groups are not aware of. The legal team also needed to review our Certificate of Incorporation. We got a copy of the 1954 Incorporation papers from the Dept. of State. Discovered that we had a limit of nine directors. It was suggested that we change it to say “at least so many” and not have a limit. We need to change the address to Helen’s office instead of Castorland. Eric Randall moved to make the changes, 2nd by Greg Zimpfer – passed.
 - Bylaws – A copy of the Bylaws was sent to the Directors. The major reason for the immediate change is a 2013 regulation from NYS that says every not for profit organization has to have the bylaws define a Conflict of Interest policy, and get a COI statement signed by each director every year. Our lawyer suggested that instead of modifying the 1954 Bylaws, we keep it generic and develop add policy statements outside of the bylaws approved at the board meetings that will have more information and can be easily changed by Board action. It was agreed we should get the COI statements from the Board on file, so Helen distributed Conflict of Interest statements to the Board for their signatures.
 - Eric moved that we accept this distribution of the By-Laws as a first reading so that we can vote on them at the next official meeting, 2nd by Doug Thompson – carried. If there are any questions or comments, they should go directly to Helen or Tony VanGlad. The plan is to keep it generic so positions can be added if needed without changing again. Our regional sister organizations should check to ensure they are in compliance. The regionals and other associations can also use this boilerplate at no charge.
- New NY Pure Maple logo stickers are being printed – expect to have them next week. Dave Schiek is looking for input on whether the stickers should be required for products being sold at the Maple Center during the Fair. A majority of Directors were in favor of the requirement.

- Shopping Bags – the cost will be \$44-\$45 for a box of 500 bags. They are 22 micron bags. We are planning to order 50,000 bags, a 5-year supply. Scott St. Mary moved to order the bags, 2nd by Karl Wiles – carried.

New Business

- Maple Center Usage Policy – Dwayne Hill moved we accept the policy as presented, 2nd Eric Randall. There was a slight wording change in that we cannot insure the Maple Center will remain spotless due to rodents, etc. Users will have to expect they may need to clean counters and remove dead rodents. Carried.
- NY Farm Bureau is interested in doing some cross solicitation to help both organizations get more members. Because we are part of the Ag Alliance, they can help us at no charge. It is felt that if we work together, both will benefit. They are also helping us evaluate our insurance coverage. Scott Keyes (FB) has sent us a proposal – they would like to compare membership lists to find potential new members for each. We are interested in this concept but because we have a policy against sharing our list, we have to determine how best to manage this. A roll call vote was taken on continuing our policy of not sharing our membership list – the following Directors unanimously voted to continue our current policy – David Campbell, Richard Hamilton, Dwayne Hill, Larry Rudd, Scott St. Mary, Eric Randall, Doug Thompson, Tony VanGlad, Don Weed, Karl Wiles, Haskell Yancey and Greg Zimpfer. Maybe we should send our members an email with a link to the Farm Bureau website – or having one of our members sit down with one of theirs and compare lists.

Greg Zimpfer moved that the Board go into Executive Session at 12:10 pm., 2nd by Eric Randall – carried.

12:15 p.m. the meeting was called back to order by President Tony VanGlad. Eric moved that the Board approve the contract with the Executive Director as she presented it and recommended a compensation increase of \$3.00/hour for a total compensation of \$28.00/hour. 2nd by Dwayne Hill – carried.

12:20 lunch break

The meeting was called back to order at 1:00 p.m. – Mark James from Farm Bureau presented a workshop on Board Leadership Training. Following the Training, the regular meeting resumed.

- Eric Randall moved that Helen Thomas, Karl Wiles and Tony VanGlad be authorized signors for Association checks, 2nd by Dwayne Hill – carried.
- NAMSC/IMSI Delegates – David Campbell moved that Eric Randall continue as the delegate to the NAMSC and that Lyle Merle continue as the delegate to the IMSI. Dwayne Hill moved that Eric and Lyle serve as each other's alternate, and a second alternate delegate for both would be Tony VanGlad, 2nd by Haskell Yancey – carried with Eric abstaining.
- Dave Schiek thanked Helen for all her time and effort to make State Fair successful. Christy Williams will be helping out evenings and learning Quick Books to help Helen this year – she will be a Counterpoint employee.

Maple Tour 2017 – Larry Rudd reported it will be in Lewis, Jefferson, Oneida and northern Herkimer counties the end of July or early August. They will have confirmed dates and stops by this year's Tour. Steve Childs said the Board has to approve the site and appoint chairs. Larry moved that Jake Moser be appointed Chairman of the 2017 Tour to be held in Lewis County, 2nd by Doug Thompson – carried.

- Blending of Syrup – Don Weed was asked by his regional association to recommend to the Board a legislative change that commercial grade syrup cannot be blended back into table grade. Eric Randall said these types of regulations need to go through Ag & Markets and we would need a draft change to look at and endorse or not. Steve Childs said this is an industry-wide issue.
- Helen reported that NYS Dept. of Ag & Markets tells us Bourbon Barrel Aged maple syrup is not considered Grade A maple syrup and that a 20C or Kitchen license is required to bottle it.
- Friends of Maple Award – Dwayne Hill would like to see the Hubbell Award go to a producer each year. Should we consider an additional award and call it "Friends of Maple" for those who help us but are not producers? Do we want to give Dick Peterson a Friends of Maple award for doing well over 100 energy audits for our members. Dwayne Hill moved that we give the Friends award to Dick Peterson, 2nd by Larry Rudd – carried.
- We received a requests for judges for the Pennsylvania Farm Show – it is the same time as the VVS Conference. Eric has been asked and is considering it. Notify Helen if you know someone who would be interested or if you are interested yourself.
- Drafts of the Secretary and Treasurer job descriptions will be sent out for evaluation before the next meeting.

Previously Tabled Topics

- Eric moved that we empower the Executive Committee to negotiate grant budgeted amounts not to exceed \$20,000 for Education, \$30,000 overhead, \$40,000 for Maple Weekend – and the rest to be used for promotion – printed materials, trade shows, State Fair to be polled on an issue if needed and to keep the Board apprised of what is happening, 2nd by Dwayne Hill – carried.
- Zoey Contract – we will meet with Zoey and get a proposal to come back to the Board.
- Greg Zimpfer said WNY would like to see banners promoting Maple Weekend to hang at the county fairs. Thinking of a 3' x 18" generic banner that could be moved from fair to fair. We would need six.
- Tony VanGlad moved that we charge a fee of \$5 to our membership to use the new trademarked NY Pure Maple logo on packaging, signs, etc., 2nd by Eric Randall. It was decided to table until the next meeting.

- Tony appointed Scott St. Mary to the Executive Committee – and Scott accepted.

Other Topics

- Eric moved that we empower someone to spend \$100 to purchase a thank-you gift for Harry Komrowski with our thanks and concern, 2nd Doug Thompson – carried.
- Larry Rudd said we need to get the county coordinators for Maple Weekend lined up to get together this summer.
- Larry also recommended the Board send Patty Ritchie a letter thanking her for all she has done for the Maple Industry. Larry recommended that Tony send the letter in cooperation with Helen and a certificate to hang on her wall with the new logo. All in favor.
- Committee to evaluate raising dues – Tony appointed Doug Thompson and Karl Wiles to work with him.
- Steve Childs said Mike Farrell will be hiring a full time assistant at the Uhlein and they will be converting half their system over to 3/16” tubing through a grant from Northern New York.
- Eric reported a survey came out yesterday to maple producers regarding climate change. You can get a copy through the University of Vermont or Syracuse University ESF websites.
- Lyle mentioned per the Ag Statistics, New York producers are using more syrup in retail sales than bulk. NASS statistics were released during the meeting and the Board discussed this year’s record production for NYS and the Industry.
- Dave Campbell reported that on June 23rd, the Carnival East show on the Cooking Channel will be featuring maple cotton candy.
- Dick Day’s sugarhouse in the Geneva area will be on Georgia Farm Bureau’s utube on Thursday, June 18th.

The next meeting will be September 23rd at 10:00 a.m. at Helen’s office in Syracuse.

At 2:56 p.m., Eric moved the meeting adjourn, 2nd Doug Thompson – carried.

Respectfully Submitted,

Dottie Merle, Secretary