

# New York State Maple Producers Association

## Minutes of May 17, 2017 Meeting

301 Myron Road, Syracuse, NY

The meeting was called to order at 10:07 am by President Tony Van Glad. The Secretary read the roll. Present were Tony Van Glad\*, Vice President Greg Zimpfer\*, retiring Secretary Dottie Merle, and secretary applicant Chantell Hotaling, Executive Director Helen Thomas, Mike Bennett\*, Mike Grottoli\*, Dwayne Hill\*, Hugh Newton\*, Gordon Putnam, Scott St. Mary\*, Dave Schiek, Angela Swan\*, Eric Randall\*, Lawrence Rudd\*, Doug Thompson\*, Don Weed\*, Chris Welch, Nathan Williams\*, Haskell Yancey\* (\*indicates voting members of the Board.) Also in attendance were Steve Childs, from Cornell Maple Specialist, Dean & Ruth Esther Delavan, Lyle Merle, and David Swan.

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

Eric Randall moved that the minutes of the January 6, 2017 be approved as presented, 2<sup>nd</sup> by Don Weed – carried.

### Officer Reports

President - Tony Van Glad: report in appendix

Treasurer- Karl Wiles: Karl was absent from meeting, report in appendix

Eric Randall moved to accept Karl's report 2<sup>nd</sup> by Dwayne Hill - carried

Executive Director Report – Helen Thomas: report in appendix

### Unfinished Business

- *Labeling of Maple Cream for State Fair:* Last year Onondaga County Health Department had a problem with the labeling on maple cream saying refrigeration required but the cream was not refrigerated on the sales counter. Cornell Food Venture Center has given us a written guideline which we have passed on to Onondaga County Health. This resolves the problem.
- *Ag Commissioner's Conference:* June 2017 to be held in Cooperstown. \$750 budget for maple product gifts to be given to attendees was voted on at the January 6. It was discussed and consensus reached that this dollar amount was not enough to fund 15 large gifts and 115 smaller gifts for attendees. Eric Randall moved that the budget amount for Northeast Ag Commissioner conference be increased to \$1500, 2<sup>nd</sup> by Doug Thompson -carried. The group directed Helen to have the authority to solicit the actual items to be included from members, private label OK but product to also have NY Pure Maple logo applied
- *Fire Codes on Maple Weekend:* discussion took place. Reports from members were that the few inspections that were held were done fairly and went well. The majority present agreed that the inspections are a good thing and to be encouraged.
- *Maple Logo Usage:* the logo is now on membership plaque. It would be good for the directors to encourage the logo to be used as often as possible. It was suggested that a label with the logo be made up to label drums with appropriate information, and made of a material that could be removed when drum was empty, or when drum was refilled.
- *Bourbon syrup regulation;* see Proposal (Rule Making Activities) in appendix.
- *Cornell Endowment:* inactive since last meeting

- *IMSI support for nutrition labeling*: Lyle gave update stating that this is still being worked on, nothing in writing or firm at this time.
- *Seeram (URI) research funding*: no action required.
- *Syrup Quality assurance*:- Steve Childs has been requested by 2 entities to teach classes on this topic. Steve's available dates are filling up fast and if you want a Saturday date, which seems to work best for attendance, there are not many left. As for other ideas on how to support Syrup Quality assurance, Eric Randall said that the North American Maple Syrup Council has purchased 400 off-flavor kits. They will be distributed to Council members. New York State will receive approximately 36 kits. The cost of each kit is roughly \$7.50. It was suggested that the kits be divided by the number of members in the region and that Steve possibly use as well at Vernon, Verona Conference in a class he would teach.
- *Best Practices Guide*, comments back from the committee are about 1/3 of the way through. This is a work in progress presently, Helen's goal is to prepare a draft and send out to Directors for review in late June, and then send to Ag and Markets by early July.
- *Membership Dues-Refer* to print out in appendix, Haskell Yancey motioned to keep associate, retired & student membership levels of dues the same for 2018, 2<sup>nd</sup> by Hugh Newton-carried

### New Business

- marketing surcharged for bulk syrup sales – a lively discussion was held on how to fund promotion for the increasing bulk crop that is being produced. Tony appointed a committee to come up with a concept of what kind of promotion we are looking for nationally and internationally – committee is Lyle Merle, Eric Randall, Gordie Putnam, Mike Bennett, Helen Thomas – and Helen will invite Joe Ganley to join in. The committee will report at the September meeting. Eric mentioned that we need to find a way to get the other states to participate.
- *Taste NY event Pier A*: to be held May 24, 2017@ cost of \$75 per ticket, they will be using our maple cream on specialty breads, hopefully this will promote maple.
- *State Fair Help*: there are 4 association members who have planned and directed the activities of the Maple Center at the state fair. The arrangement with them was as subcontractors of the association, after some questions to legal counsel and the association's insurance carrier, it was highly recommended that the 4 employees become employees of the NYS Maple Association, to cover both parties' interests the best. The cost of this change will be about 10% of the employees pay, possibly more. The Association will now need to pay for Social Security, Workman's Compensation and Medicare, and withhold taxes per W-4. President Tony VanGlad moved that the Fair management be employees of the NYS Maple Association. 2<sup>nd</sup> by Doug Thompson – carried.
- *Paperwork for directors to complete*: Helen included in the director's folders the association conflict of interest form, state regulations require these be obtained from all directors and alternate directors. Tax exemption forms ST125 and a ST120 are requested from those who purchase goods from the association so that we can maintain the association files.
- *Maple Museum support*, Haskell Yancey addressed the committee on how the museum is and has been operating on a shoestring budget. The museum recently received a highly acclaimed Muse Award, they received an honorable mention. The award will be accepted

in St. Louis, MO. The budget is very tight and truthfully is probably running in the negative at this time. Eric Randall made motion to give a donation to the Maple Museum of \$1000, 2<sup>nd</sup> by Scott St. Mary -carried.

- *Promotional material policy discussion: report in appendix.* these materials are created using NYS grant funds, they include recipe cards, grade fliers, maple stickers and general maple information fliers, it was agreed every member would get a small amount of materials perhaps with annual membership renewal, and an order form so they can order only what they would use. Bulk producers suggested peel labels with logo for barrels.
- *Budget, 2017-18 budget categories and amounts proposed are similar to 2016-17: Maple Center, Maple Weekend, Project management, VVS FFA trips 2017 and 2018, and Advertising were discussed. spreadsheet in appendix. Motion to adopt 2017-2018 proposed budget by Greg Zimpfer, 2<sup>nd</sup> by Dwayne Hill-carried. The executive committee is tasked with reviewing and making final decisions on the details within the categories.*
- *Secretary change:* Dottie Merle, is retiring from this position after many years of serving. She was thanked for her years of service and presented with beautiful flower pot, and another lovely plant. Chantell Hotaling has agreed to take on this position, Motion to hire Chantell made by Doug Thompson, 2<sup>nd</sup> by Larry Rudd -carried.
- *Executive Director Contract,* Helen presently makes \$28 per hour with an additional provision to use part time staff for clerical, filing etc, at \$15 to \$22 per hour up to \$7500. Motion by Dwayne Hill to raise the Executive Directors Contract to \$30 per hour 2<sup>nd</sup> by Greg Zimpfer, everything else would stay the same, a vote was taken and 11 voting members were for the raise, and 3 were opposed, motion carried.

#### Association Committee Reports

*Maple Center:* the fair has added an additional day on the front of the Fair this year. Product check-in will be earlier because of this additional day. David plans on adding more electrical panel boxes, running a new line to the popcorn machine, adding a couple extra circuits, extend the trench drains, depending upon estimate of cost for the trench drains, and add a three way switch in the walk-in cooler. Amanda Walling has resigned, Chantell Hotaling will take the volunteer co-coordinator position. This year new product at the maple booth will be Bourbon Barrel aged syrup. David suggested maybe more meal like items that are made with maple, since the Restaurant row in the back of the Horticulture Building is now gone. The price of a bag of popcorn needs to be raised or the bag made smaller, other product prices will remain the same. Motion was made by Eric Randall to keep the price of Cotton Candy at \$5.00 per bag and \$1.00 of each bag sale be donated to Cornell Endowment Fund, 2<sup>nd</sup> by Doug Thompson -carried. Coupon book is back this year and our Maple booth will have a coupon in it, not sure if a dollar amount off if you spend a certain amount, or a free item if you purchase a particular item, still working on this.

#### Other Reports

*Legislative Affairs,* Dwayne Hill, all is well

*Cornell Maple Program-*Steve Childs, Arnot used to produce 475 gallons per year, this year they produced 1414 gallons. Steve, made many changes and did lots of experiments, and various testing and got much useful information to pass along to Association members and through his classes.

*Maple Weekend-*Angela Swan, Angela was very impressed with the amount of views on Facebook, and how much Social Media is being used to look up information on Maple Weekend. Through the statistics on Facebook she was able to find that there were over 1,000,000 views for Maple Weekend, over the 6 week period.

*North American Maple Syrup Council* – Eric Randall, there is overproduction of Maple Syrup, new trade circles, bioterrorism has to be considered in packaging, and all states are not consistent with inspections. FSMA does apply to ALL maple producers.

*IMSI* -Lyle Merle, Overall production was good to above average in many areas, it is thought that the crop will be similar to last years this year. Brad Gillian is heading up a committee on social media planning and he suggested that January should be the month that includes nutrition information since so many are planning diets after the holidays. Dave Chapeskie suggested that the name for the American Maple Museum in Crogan be changed to the North American Maple Museum so that it may be more inclusive to all of the maple industry. Carbon sequestering-some research has indicated that it is possible in the production, transportation, and overall making of maple syrup there may be a negative carbon value due to the ability of the woods to take in carbon.

*2017 Maple tour report*: refer to 2017 NYS Maple Tour paperwork in appendix, Sunday through Tuesday 8-13/8-15-2017, at Ridgeview Inn, Lowville, NY

*American Maple Museum*-Haskell Yancey: See New Business-Maple Museum Support.

*VVS trip report* (they are in NYC right now) Keith reports they made a trip to NYC in April, and are making another currently.

**Next Meeting**-Wednesday September 27, 2017

Motion to adjourn meeting at 3:10PM by Hugh Newton, 2<sup>nd</sup> by Dwayne Hill-carried