

NY State Maple Producers' Association
Minutes of May 14, 2019 Board Meeting

Meeting called to order at 10:02 am, by Tony VanGlad, at 301 Myron Rd. Syracuse, NY.

Roll call taken by Mandi Burnison. In attendance: President Tony Van Glad*, Dwayne Hill*, Chris Welch, Treasurer Karl Wiles*, Dan Weed*, Nathan Williams, Nadeen Lyndaker*, Haskell Yancey*, Joy Herfurth*, Scott St Mary*, Mike Parker, Hugh Newton*, Raymond Crouse*, Mike Grottoli*, Mike Bennett*, Eric Randall*, VP Greg Zimpfer*, Dave Schiek, Gordy Putman, Helen Thomas, Steve Childs, Aaron Wightman, Dean & Ruth Ester Delavan, Brian & Mandi Burnison, Keith Schiebel.

The Pledge of Allegiance to the United States of America was recited by the group.

*Motion to approve Jan meeting minutes made by Greg, Eric 2nd carried.

4. Officer Reports

a. Presidents report approved.

b. Treasurer's report -Karl- 2018 State Fair net was down; 2019 State Fair rent will be significantly higher; need help in that area – winter conference has helped. 2019 Maple conference net about \$13,000. Coffee and tea sales are up, 20% is made on these sales- moving a large amount! Membership income is up, but we must acknowledge some is due to the 3 year memberships, which will affect next year's income by about \$7000.

c. Executive director report - Helen- Cristy Williams has been a huge help. She is maintaining posts on the Maple Weekend Facebook page throughout the year to see if we can retain more interest. We have made some changes to the website: added listings for wholesale and bulk sellers as well as retail. We also made the website ADA compliant. 712 members, over 100 are 3-year members. This was a great option for membership! Membership is down a little due to about 35 retirements, and some others with no reason. We have not yet seen the contract for the State Fair booth. Have been working with a food marketing professor at Morrisville - Very impressed with the professor who has a lot of knowledge of marketing. Would like to use some of our advertising budget to use his services to help us with marketing. State Fair Maple Tree was delivered and they are now going to plant it, may need coaching from Steve Childs on how to plant.

d. Legislative affairs report - Dwayne – Went to Lobby day. NYS funding of 225,000 plus 63,000 was approved for Maple Producers Association, 125,000 for Cornell Maple research.

5. Unfinished Business

a. Tapping on state lands - Helen- Discussion with DEC have been encouraging, DEC is working on a template lease. Minor issues have been found they are addressing. We ask for a 10 year lease - the major holdup has been the length of lease. They asked us to do some research on what other states do. Have had lots of help from members and Vermont producers with samples of contracts to show the DEC. Lobby day a couple of legislators have offered their help to get this done. The DEC said they are going to try to work this out so not going to pull this string quite yet but it is an option.

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b. Product Development Update - Helen – Dwayne brought samples of making Maple Milk. Sold over 100 ½ gallons on his maple weekends, going over extremely well. Hoover Dairy did it for Western NY, Dairy in Lowville area is very interested in producing Maple Milk, there are other producers that have asked for the recipe and are working with small dairies to make. Eric – what is going to be the standard for maple milk at the State Fair if we are serving it at the ST Fair? There are different flavors of Maple Milk depending on the area. Sausage – the selling of our maple sausage whole sale is going well but having a hard time in getting it into grocery stores. Dave – Maple ice-cream, the reason for not having as much flavoring for the ice-cream at the fair is because the ice-cream companies are using a cheap grade vanilla. Cornell has offered to make us a maple ice-cream pre-mixed and ready to put in the machine. Cornell has used really nice dark good flavor syrup in the ice-cream and has made a very nice product with no vanilla oil. Cornell has presented a contract to produce it Merle Maple, has contracted with Cornell to make this. This way Merle maple can supply the State Fair and Erie County Fair. They are hoping that this will be able to be distributed to all Maple producers.

c. Maple Tree Donation for fair grounds- Steve – Tree was picked up and delivered. 15' Tree, 1998 was when Steve planted it. They will call Steve if they have questions about planting.

d. Warning flier – Helen asked for comments. Keith – should have MAPLE larger font on the flier. Other comments include putting Assn name on it. Perhaps some info for the back about membership?. We will get Ag & Markets to approve text and then have Cristy design a draft. Keith took notes on all comments for next revision.

e. National Pancake day – Greg – Talked and tossed around some ideas, wants to steal Chris's idea, can we go to our local restaurants and give them a ½ gallon of syrup and see if they would help us with a day or week that they can promote pancake day! Take it to a restaurant and have them make something with maple not pancake. Cheese cake, maple glazed ham... something maple not necessarily pancakes. Subcommittee is Greg, Karl, and Nadeen. Maple Day – get the AG kids involved, FFA programs. Committee will continue to work on it.

6. Other Reports

a. Cornell - Steve – A big thank you to the Maple Association for the support and help for Cornell. Design for renovations to sugarhouse progressing, renovation may happen next spring. Hoping to have 2 rigs side by side to help for research in a commercial setting. Aaron- working on research for sap chemicals. When sap sits for a long time the oxygen dissolves and lessens quality. Trying to make a Maple wine, has made a high dollar maple wine. Working on a Maple Sports Gel, looking to add something to maple syrup to get what an athlete would need for quick boost. Working on maple soda, working on getting it shelf stable and then a packer. Steve – The big conclusion with using 3/16 tubing is the T's. The T's are the biggest hold up on production. 2019 Maple Tour planning is going very well. Has a movie of the sap flow and vacuum gauges the way the gauges work during the freezing and thawing cycle.

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b. Winter Classic – Keith – did have the high record of attendance 1122. A few surprises in the budget – expenses were over budget, income was up a little bit: 379 were at the door walk in – makes a big swing in the predicted profit!! Next year:

1. Aaron take care of our Maple wine, spirits anything. Sampling for Friday night (after hours, wine tasting for at conference)

2. This will be the 25th year celebration! Need ideas to celebrate 25th

3. Finances – the profit was significant might be hard to do that every year. The State FFA alumni group was extra helpful. Committed to on line credit card registration. Added the ability to take registrations over the phone a big help and hope to provide that service. Ran into many problems but worked thru all the problems to pull it off!

c. Maple Weekend – Keith – since he was new to it was not sure how to make it happen. Found it a little challenging but now feels comfortable if board keeps him on for maple weekend. Was able to visit 29 maple weekend facilities. If you have producers that want to participate but never have, it can take a great PR thing to a bad PR real quick. Going to work on a better procedure and planning for this.

1. How do you handle Breakfast groups – fire hall, extra

2. How do we approach members and non-members who do MW without a membership?

3. If I go out and see 29 sugar houses what hat am I wearing?

Tony 10 point check sheet should be made for the expectations of the sugar house for maple weekend. Tony – asked Keith to come up with a checklist a member to check off and sign it for maple weekend. Then be able to show it back to the producer that does not want to follow the expectations of what MAPLE WEEKEND is.

Deferred rest of reports til after new business

7. Tony Called LUNCH : 12:16

*Dwayne made motion that the Association pays for lunch at the board meetings, Greg 2nd carried.

Tony called meeting back to order 12:58

8. New Business

Executive session-*Dwayne made motion to go into executive session Greg 2nd carried. *Karl made motion to come out of executive session Greg 2nd carried.

a. *Motion to approve Executive Director contract with Counterpoint Holdings: Eric and Hugh 2nd, carried.

b. *Motion to keep Dave Schiek as State Fair Maple Center manager made by Dwayne, Haskell 2nd carried

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c. *Motion to approve the Winter Classic contract with Schiebel Consulting LLC made by Nadeen, Greg 2nd carried.

e. *Motion to approve maple weekend contract with Schiebel Consulting LLC made by Mike Bennett, Raymond Crouse 2nd carried.

d. *Motion to approve Maple Day conference contract with Schiebel Consulting LLC up to 3,000 April 1st - September 15th made by Eric, Dwayne 2nd carried.

9. New Business – regular session

a. *Motion to reappoint treasurer Karl Wiles and secretary Mandi Burnison made by Greg , Eric 2nd carried.

b. Maple Tour Greg- 2019 coming along good, ready for people to start registering. July 12, 13, 14, Dwayne – Catskills will host the Maple Tour 2020 would like to host it in September 11, 12, 13. Would be more efficient and money better spent.

*Haskell motioned to approve Catskills Maple Tour 2020 be in September 11, 12, 13 and name Micah Scobie as chairman. Greg 2nd carried.

c. Plastic Bags – 40,000 bags in stock. Plastic bags will be unusable in NYS starting next March 1 – which is before Maple Weekend. We have approx. 40,000 bags in stock, left from a 65,000 bag order that we did in June 2018. They are biodegradable but that still does not give them a pass. Can we offer to members at discounted price of \$25 per 1000; \$15 per 500: shipping either amount is \$8.05 additional. This is instead of the typical 20% markup for promotional items, which would be \$59 per 1000.- Helen

* Motion to sell the bags at 25.00 per 1000 and \$15 per 500.00 and keep enough for State Fair this year by Tony, Joy 2nd carried

d. Membership committee report - Greg – committee discussed options for educational groups such as FFAs and 4-Hs. Came up with: option 1: free membership in exchange for work state fair or winter classic or some maple event. Option 2. Come up with an educational rate lower than full member. Tony tabled this conversation for later date.

e. Mobile Maple exhibit \$63,000 legislative grant, \$15,000 Genesee Valley grant, 1,000.00 thru Farm Credit. Ready to move on purchase of the trailer to have it ready by state fair time. Made list of items that we will need to outfit the trailer inside and requested donations. Got response back 1 company said they will fund the whole thing if we put their name on the trailer. We need plan for acknowledging all the people who sponsored the trailer. Want to reveal trailer at Maple Day at the Fair and out on the road in September after next board meeting.

*Motion to approve the 15,000 Genesee Valley Grant Maple Association to get the deposit on the maple trailer. Greg, Dwayne 2nd, carried.

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The Maple Experience will be strictly used for educational only not sales. Table till September – Tony

f. Need a budget plan to Ag & Markets - for the full 288,000 funding.

* Motion to accept the budget, Helen to adjust and take to Executive Committee for final approval. Eric, Hugh 2nd, Carried.

- Greg, Eric, Chris, Dan for Maple Marketing committee – appointed by Tony

g. 2021 International Maple Conference - Keith – timeline mid-August to have options for where to hold the conference.

h. * Motion to change the policy for State fair Maple Center Use from 50 to 75 made by Tony, Haskell 2nd, carried

i. Should we have a policy on how much members can charge? Require pre payment or 30 day late fee when ordering supplies?

*Motion to have a prepayment on file before we ship Mike Bennett, Mike Grotto 2nd carried.

j. Mike Parker had pointed out disposal of permeate is becoming a larger challenge due to the volumes produced. Helen has done some research on solutions but has not found any recommended plan yet – other states also addressing, Eric – the problem is all over. We should not make a big deal but be ready.

k. *Motion to approve banners for queen to go on parade, Karl, Ray 2nd, carried.

6. other reports continued

g. NAMSC -Eric – the NA sugarmaker manuals will be only in electronic form, it looks like that the council will own the copy right for the new manual and the assurance was made that the copy write will be given to Association s like Maple Association to be able to print a copy for their members. If you are at all considering entering products in the international compotation please do!

h. State Fair Dave- we are giving up the Maple Educational booth and restructuring the managers. The State Fair cost of booth went from \$8,000.00 to \$25,000 so we need to cut costs.

* Motion to send Dottie Merle a floral arraignment, a small floral arraignment to Florence, and a card to Doug Thompson, Eric, Tony 2nd carried.

10. Next meeting – September 17th @ the museum 10:00

11. Motion to adjourn Karl, Hugu 2nd carried.