



## New York State Maple Producers Association

### January 9, 2009 Minutes of the Meeting of the Board of Directors

The meeting was called to order at 10:50 a.m. by President David Campbell. Mary Jeanne Packer, Executive Director called the roll of directors – Board members present: Ben Benjamin, Mike Bennett (alternate substituting for Mike Hill), Mark Burnham, David Campbell, Dean Delavan, Courtney Donnelly, Dwayne Hill, Jeff Jenness, Harry Komrowski, Michael Parker (alternate substituting for Dave Swan), Eric Randall, Larry Rudd, Roger Sage, Tony VanGlad. Lori Jenness was absent, Dottie Merle substituting as Recording Secretary.

Eric Randall made a motion to approve the secretary's minutes as presented, seconded by Dwayne Hill – carried.

**Treasurer** Harry Komrowski presented a Profit & Loss for the Association as of 1/8/2009 showing a profit for the year of \$22,209 (copy attached). Harry reported that we had an outstanding year financially although cash flow was a problem throughout the year. Building of the Maple Center so fast made it difficult due to time it takes to process vouchers against the grant. The Association took out a loan in the summer but it has now been paid back with interest and all bills received to date have been paid. All vouchers have been submitted – we still have one check coming from Ag & Markets. There is \$2,977 in the savings account for the Maple Center which is from member donations.

- We do not expect to have to file for an extension on our promotional grant. We expect to voucher for all expenses by the April 1<sup>st</sup> deadline.
- We have committed to 265 stainless steel barrels which have been ordered and paid for.
- We need to have our books audited professionally to maintain our 501(c)6 status. Books are audited on an accrual basis. Will also be meeting with the internal audit committee next week.

Eric Randall made a motion to accept this report, seconded by Mark Burnham – carried.

**Executive Director** Mary Jeanne Packer encouraged everyone to attend the 7:00 panel discussion. A representative from Ag & Markets will be there with an important announcement. There will be a light supper available at 6:00 p.m. A list of 20 accomplishments since the last Board meeting for Mary Jeanne and Staff was passed out (copy attached). Our understanding with Mary Jeanne is that her team will spend 157 hours per month on NYSMPA business. The hours worked were October 191; November 265 ½; December 292.

- Maple Weekend – a two page proposal was worked on for Viva Paper Towels
- Maple Weekend – a contract was agreed on with New Hope Mills to provide Apple/Cinnamon Pancake Mix at a very reasonable cost to all Maple Weekend participants.
- Mike Farrell helped design a flyer to give land owners with potential forests to tap
- Attended three regional association meetings in the last quarter

### Committee Reports

**Maple Center Committee** – drafted proposal on usage of the Maple Center other than State Fair. Will also present a new Management Team for the Fair Proposal under New Business.

**Legislative Affairs** – Troy Waffner from Assemblyman Bill Magee's office and Jeff Williams of the NYS Farm Bureau spoke. Troy said it was really helpful for Keith Schiebel and the VVS FFA to come to New York City with their mobile maple education trailer and we need to get more of that kind of visibility. Mary Jeanne stated that there is a strategy in place but we need the promotional dollars in the State budget restored. Troy said that there are huge agriculture dollars cut in the proposed budget – from \$141M last year to a proposed \$0 this year. He also said that it is important that we step up and match State investment and is encouraged that we are working on that. Mary Jeanne also said that conservatively speaking the maple producers have contributed \$.5MM in products and volunteer time in educational venues.

- If the Governor's budget passes, the fee for Agriculture & Markets 20C licensed kitchen will increase to \$400 every two years.
- Maple Lobby Day in Albany is Tuesday, February 10<sup>th</sup> – volunteers needed

- Taxing pure maple sugar was discussed – Wyoming County was questioned at Fair.
- Accessing state land for tapping – legislation is in place. Troy will draft a bill to create a mechanism to force the DEC to identify land for tapping use. He asked how long the tubing would need to be in place to make it a profitable venture – approximately 10 years. Mary Jeanne said there are three pilot areas across the state that will be ready to go as soon as possible.
- Jeff needs to know ball park number of people volunteering for Farm Bureau Lobby Days March 2 & 3 – hoping for 30 volunteers.
- The NY Agriculture Committee consists of 22 members – 5 Republicans and 15 Democrats, seven of which are from the New York City area. Mary Jeanne asked if a Committee meeting could be scheduled on Lobby Day and we could meet with the Committee – Jeff will try to set up.
- Keith Schiebel said we need to do education with the Federal legislators also – especially those that are also maple producing states.

**Maple Weekend** chairman Greg Zimpfer stated that there are 116 producers signed up for 2009 – this is the 14<sup>th</sup> annual. We will be doing the open houses for two weekends. The web page is being updated – new feature is google earth for directions. Radio interviews are planned. Post cards are available for purchase. There is USDA money available to spend on advertising as matching funds. Sue Santamarina said PONY appreciates our support by continuing to keep their logo on our promotional materials even though they cannot presently support us financially. New Hope Apple Cinnamon Pancake mix is available for a reasonable charge through Pam for Maple Weekend participants.

**Next Generation Program** – Mary Jeanne suggested we create a “face book” page where young sugar makers can post questions, pictures, etc.

**Maple Queen & Princess** Responsibilities and Reimbursement Policy proposal was passed out. Noted that item 6 regarding Queen and Princess camp would move to different locations around the state.

Eric Randall reviewed the **Long Range Planning Committee**’s draft Resolution regarding collecting two cents per container for all plastic jugs sold to producers in New York – one cent to continue to go to the North American Maple Syrup Council Research Fund and the second cent to go to the NYSMF to support maple research, education and promotion in New York State. Every maple producer needs to support the maple industry.

At noon group broke for lunch. The meeting was again called to order at 1:00 p.m. by President David Campbell.

Pat Hooker, **Commissioner of Agriculture**, said a few words about the maple syrup industry and to be sure to come to the 7:00 presentation to hear Bob Haggerty’s announcement. Commissioner Hooker said that the new Maple Center at the Fair is the first in a long line of agriculture commodities bringing the focus back to agriculture at the Fair. Due to budget cuts, there will be less PONY billboards and radio spots, but we were able to keep the staff. Steve Childs thanked Commissioner Hooker for his help in the Maple Association being allowed to stay in the Horticulture Building at the Fair – applause.

**Katie Peck, Maple Queen and Chelsea Greene, Maple Princess** gave a joint report on their activities since the last meeting. We appreciate all they have done on behalf of the maple producers. VVS FFA was chosen as the top FFA in New York State – congratulations.

Mary Jeanne reviewed choice locations for the regional pilot project with NYSHTA for March 2009. We will host a table at the annual meeting of the Hospitality and Tourism Association on April 27<sup>th</sup>. Terry Laubisch and Mike Farrell volunteered to join MJ on this committee.

Mary Jeanne demonstrated how google earth will work. Terry Laubisch said he’d like to see “watch for the DOT signs” noted for those producers who have the signs.

Eric Randall continued his information on the **2 cent program**. The present NAMSC program to collect one cent per container voluntarily is not working. Collecting one cent through our proposed new initiative will hopefully jump start the NAMSC Research Fund. The additional one cent will be kept in New York and be distributed by the NY Foundation.

**Chip Pratt**, Ag & Markets report – maple is a bright spot in agriculture in NY. He noted he was pleased that we are planning a program to raise funds through maple producers and not just coming to the government for funding. He said we should continue to communicate with our legislators because they want to help where they can, especially if they can without committing funds. He suggested we look at the NY Farm Show as a way to market our organization, not just our products. USDA has listed maple syrup as a “specialty crop.” Dave Campbell and Mike Farrell met with legislators from NY, Vermont, Pennsylvania and Wisconsin in Washington to gain their support for tapping trees on state land and received a warm reception.

Eric Randall gave an update on the last **NAMSC and IMSI** meetings.

- Research presented on invasive species – Asian longhorn beetle – found in Massachusetts.
- Next international meetings set for Bar Harbor, Maine, which will include a post-meeting tour of the “Golden Road”
- Membership dues need to be sent to IMSI

Mike Farrell reported on the **NY Summer Tour**, which will be headquartered in Lake Placid. Dates not firm, but looking at early August. Talking with North Woods Boarding School and Paul Smiths College as possible locations.

Brian Chabot reported for the **Cornell Maple Team**. He said 10 different talks at the Maple Conference tomorrow are being given by members of the Cornell Maple Team. They are also involved in several January county maple schools and throughout the spring. There is a rotation of maple producer members of the Cornell Maple Advisory Board – new members this year are Mike Bennett, Greg Zimpfer, Dan Weed, and Rick Newman. Brian is planning to retire in the near future – Pete Smallidge is heading a committee in leadership of program to insure an orderly transition.

### New Business

- Harry Komrowski asked for authorization to disperse Maple Weekend funds as follows:
  - Pay the 7 regions the \$85/participant fee for the regions
  - Disburse \$1,000 promotional grant money to each of the 7 regions
  - Wyoming County MPA for the link fees paid
 Motion to disburse these funds made by Eric Randall, seconded by Dwayne Hill – carried
- Mary Jeanne mentioned “*Edible Buffalo Magazine*” printed a 4-page article last year and recipes. Thanks to Greg Zimpfer.
- There were four responses to our RFP to market Maple Weekend Coffee and Tea. The committee recommends SJH. Mary Jeanne and Lyle will meet with them in Boston the end of January – others are welcome. Dwayne Hill made a motion to accept their proposal, seconded by Mark Burnham – carried.
- Resolution on Maple Queen & Princess Responsibilities and Reimbursement Policy – a motion to accept as presented was made by Courtney Donnally, seconded by Larry Rudd – carried.
- Eric Randall read the LRP proposal for collection of 2 cents per plastic container plus 20 cents per gallon on all bulk syrup sold that leaves NY State. Eric made the motion to accept, seconded by Tony VanGlad – carried.
- Eric Randall made a motion to adopt the resolution for the usage of the Maple Center, seconded by Dean Delavan – carried

- Dwayne Hill made a motion to adopt the Revised Maple Center Management Team resolution – seconded by Mark Burnham – carried.
- Eric Randall made a motion that we pay the IMSI the annual membership fee of \$xx per member, seconded by Tony VanGlad – carried
- Chuck Winship reported on the financial outcome of last summer’s maple tour – they had a net of \$6,900 balance after all bills were paid. These funds were disbursed as follows:
  - \$3,200 to Cornell Maple Program
  - 1,000 to the NYS Fair Booth
    - 520 to WNY Maple Producers (plus repayment of \$600 loan)
    - 500 to the Pen Yan FFA (served lunches)
    - 500 to the Ontario County 4H Scholarship Program
    - 250 to the NYSMPA
    - 180 to the NYSMPA Fair booth (50/50 raffle)
    - 100 to the Cohocton Lyons Club (use of facility)
- Dwayne Hill said he spoke with Drew Wicomb regarding the Boat Show that will be in several buildings, including the Horticulture, on February 11-15. They normally charge \$2/sf, but he said to make an offer to have the Maple Center open.
- Eric Randall made a motion that we express our concern and well wishes for Barbara Hill, seconded by Dean Delavan – carried
- Lyle Merle asked what the policy is regarding alternatives participating in workshops and executive session. There is no policy, Eric Randall will check into Roberts Rules
- The president appointed the Nominating Committee – Eric Randall, Chair, Ben Benjamin and Mark Burnham. Lori Jenness will not be continuing as secretary and that position will need to be filled also.
- Dean Delavan has in storage several usable items from the old maple booth. The most prominent is the 16’ mural. It was agreed that the mural would be offered to the Maple Museum and the other items will be listed in the Pipeline with the order of preference the Regional Associations, County Fairs and then individual maple producers be given the opportunity to have them.
- The next meeting will be Friday, June 19<sup>th</sup>.

Eric Randall made a motion to adjourn at 3:15 p.m., seconded by Dwayne Hill – carried.

Respectfully submitted,

Dottie Merle, Secretary pro tem