

Upper Hudson Maple Producers' Association Annual Meeting

Monday, January 29, 2018 at 6:30 p.m.

Offices of Farm Credit East, Route 29, Greenwich, NY 12834

Minutes

Call to order at 6:32 p.m. by President Campbell.

There were 16 members present.

Motion by Grottoli with second by Packer to approve the minutes of the last meeting – September 25, 2017 – as read; carried.

The treasurer's report was tabled, though it was noted that ~\$36,000 was in the checking account and ~\$900 in the savings account.

Grottoli's report from NYSMPA: There is at present a committee concerned with the raising of dues. This year dues increased from \$50 to \$55. Volunteers are needed for Lobby Day and Farm Bureau Day. The CAD exchange rate remains an issue, preventing the price of US syrup from rising. Canada has put in 5,000,000 new taps, this may also affect the bulk syrup price.

Dave mentioned the new NY Grown & Certified program recently introduced by Ag & Markets and encouraged all producers to get certified, especially sugarmakers who sell primarily retail. It was suggested that Steve Childs be contacted to see if he could hold a grading school and/or the food safety portion of the certification in our area sometime.

Mike B. noted that the State Fair is considering declaring one of the days a "Maple Day;" this is still under discussion.

Campbell's report from the NY Maple Foundation: Three new board members were elected. The school sugaring program will again be sponsored. Around 100 schools participated last year, the Foundation would like to see an increased participation this year.

Mary Jeanne reported that the Foundation will once again be offering the Terry Laubisch scholarship, applications are available at present.

Campbell's report from the IMSI: There is a meeting this Friday, February 2.

New Business

Maple Weekend

Budget

Last year we spent \$8,500 total on advertising, \$2,000 of which was on television advertisement on Spectrum. MJ would like to increase this to \$4,000, as it proved especially effective. To make up this different, MJ suggest cutting certain newspaper advertisements.

The billboards that were purchased by the State will be done so again this year; Helen told MJ that there was a potential for a billboard in Lake George, MJ will see if this billboard is located on Route 149 and if so pursue. In addition, we will seek a billboard on a major route in Albany, either I-87/787/90 though the likelihood of obtaining one is very low.

Last year, \$7,600 was spent on advertising, including the printed rack cards, which will be done again this year.

Motion by Bennett with second by Grottoli to increase total advertising budget to \$10,000; carried.

Tapping Ceremony

The Tapping Ceremony will be held Friday, March 9 at noon.

Chris Truso's sugarhouse was suggested, he will confirm but at present finds no reason why this would be an issue. He will attempt to become NY Grown & Certified before the ceremony.

Motion by Bennett with second by Grottoli to confirm all of the above; carried.

Election of Officers

Motion by Bennett with second by Grottoli to nominate Peter Gregg as treasurer.

Motion by Ruger with second by Grottoli to approve Bennett's motion and elect Peter Gregg and to reelect all officers (excluding delegates), carried.

Motion by Packer with second by Grottoli to nominate Mike Bennett and Mike Grottoli as State Association delegates; carried.

Motion by Packer with second by T. Campbell to nominate Kevin Keyes and Randy Galusha as State Association alternate delegates; carried.

Motion to adjourn by Grottoli at 8:25 p.m.; carried.

Submitted by: P. Ruger