



VERMONT MAPLE SUGAR MAKERS' ASSOCIATION

189 VERMONT ROUTE 15, JERICHO, VT 05465

PHONE: 802-858-9444

WWW.VERMONTMAPLE.ORG

BOARD OF DIRECTORS MEETING MINUTES

Champlain Valley Expo, Essex, VT

January 26, 2016

PRESENT: Sam Cutting, Donna Young, Maurice Trayah, Arnie Piper, Jason Gagne, Megan Davis, Pam Green, Don Bourdon, Mark Bigelow, Emma Marvin, Arnold Coombs, James Buck, Peter Purinton, Kerry Sedutto. Staff present: Matt Gordon and Amanda Voyer

NOT PRESENT: Rick Kobik, Jeff Goodwin, Jack Dix, Gary Gaudette

The meeting was called to order at 9:30 by Board Chair Pam Green.

Minutes: Mark Bigelow moved that the minutes for the November 11, 2015 meeting be approved, Arnie Piper seconded. Motion passed.

Financial Report: Information is forthcoming in a full report which will be distributed through email once it is made available by the bookkeepers.

Current Use: Commissioner Snyder made a recommendation to Legislature which is to add a 3rd category specific to Maple. We will be working with Forest and Parks on an ongoing basis. Next steps will be a discussion with the committee. Discussion was held on the issues that may arise from a scenario where Maple falls under Forestry or in a 3rd category on its own. Either scenario would require discussion and refinement of the details. Education is needed for both sugarmakers and forest managers on how to properly manage sugar woods.

Omni Report: The immersion process will consist of 10 people from Omni including 2 Executive Chefs and their Marketing Manager. The Kick-off is Memorial Day and will run through Labor Day. There will be a video on Maple as part of the package. April's Maple and Glenn and Ruth Goodrich will host the immersion. There will possibly be an evening hosted at the Omni Hotel at Mt. Washington in New Hampshire. The next 2 days of the immersion process will occur in Quebec. The immersion date is tentative for the end of March.

Maple Crop Insurance: Rick Isabel from Farm Family is working on addressing the need for a full crop insurance program for maple. They are putting a proposal in front of the USDA. The report costs are about \$10,000 to pull data together. The maple industry would need to contribute \$3,000 to the funding needed for that report. The Executive Committee committed to the \$3,000. The deadline for the submission of proposal is in April and we will know by September or October if the proposal was accepted or rejected by the USDA.

Projects to Focus on for 2016: Working on Committee Development and making effective use of committees is a top priority. Discussion was held on branding and how to address feedback from the membership. The Membership Committee is focusing on membership benefits. Discussion was held on the Voluntary Certification Program, and the benefit it provides the sugarmaker and incentives for obtaining certification. We need to disseminate information to the sugarmakers so they understand it's not a difficult process. Should there be a seal made by VMSMA?

Officer Election: Paul Palmer is stepping down as Secretary. Don Bordon volunteered to become the new Secretary. Arnold Piper volunteered as a new Member-at-large. The remaining Officers would like to remain in their roles, Pam Green as Chair, Emma Marvin as Vice-Chair, and Mark Bigelow as Treasurer.



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Arnold Coombs made a motion to approve the slate of Executive Committee as it was presented. Sam Cutting seconded. Motion passed.

New Business: Monica DiCarolis presented a publication she puts together called The Vermont 89 and 91 Travel Guides she distributes to rest areas and welcome centers. She distributed copies of past brochures and asked if anyone was interested in advertising in it to please contact her.

Arnie Piper made a motion to plan a summer meeting to get members together to solve issues that came up in a strategic planning meeting held previously. Emma Marvin seconded. Motion passed. Arnie Piper and James Buck will represent the Membership and Marketing Committees for the planning process.

Jason Gagne asked anyone to contact him if they know of someone interested in participating in the Franklin County Brew Fest.

Next Meeting: The next meeting is scheduled for Wednesday, May 18th at the Three Stallion Inn, Randolph, VT at 9am.

Adjourn: After a call for other business, the meeting adjourned at 11:30am on a motion by Emma Marvin, seconded by Arnold Coombs.