**Draft Minutes**

**Ontario Maple Syrup Producers’ Association**

**May 6, 2019**

**OMAFRA Office, Kent St, Lindsay, Ontario**

**10:00 am – 4:00 pm**

Brian Bainborough Algoma & District

Ray Bonenberg Ottawa Valley District

Frank Heerkens Eastern

Jules Rochon Eastern

David DeVillers Simcoe & District

Harold Walker Lanark & District

Leann Thompson Lanark & District

Jody Peters Haliburton/Kawartha

Clancey Lavender Haliburton/Kawartha

Chris Koopmans Quinte & District

Stephen Needham Quinte & District

Nick Bereznick Grey- Bruce & District

David Wagler Waterloo Wellington

David Matthews Algonquin District

Harry Kessels Algonquin District

Tolbert Stinson Algoma & District

Bill Vandenberg Southwestern

1. Call to Order at 10 AM by Brian
2. Introductions, Welcome by Brian
   * Descriptions by members of their season
   * many people having record crops, high sugar content. Many people with heavy snow in bush. Ray in Pembrook had a difficult year. Low sugar content. Waterloo reporting very high yields. From 2 to 3.8 L per tap. Far south didn't have a fantastic year but a good one. Algonquin had everything from an average to record season. Algoma average season. Bill Vandeberg, excellent year, up to 3 L per tap on sugar maples. With the soft maples it came down to 2.6 L per tap. Started Feb. 26 th. finished in mid-April.
3. Adoption of Agenda
   * Jug program and Festivals added to New Business

**Motion (2019-05-01)**

**Moved to accept agenda as ammended.**

**Moved: Ray Bonenberg Second: Jody Peters**

1. Declaration of Conflict of Interest
   * None
2. Minutes of Board meeting Feb. 5th 2019
   * Change #14 to read

"Motion (2019-02-04)

Moved that we amend the Narrative Budget - Detecting Buddy Sap section to read that OMSPA comes up with $7,500.00 and that each local contributes $500.00 towards the project

Moved: John Williams Second: Frank Heerkens CARRIED"

**Motion (2019-05-02)**

**Moved to accept the minutes from Feb.5th as ammended.**

**Moved: Jody Peters Second: Tolbert Stinson CARRIED**

1. Business arising from the minutes
   * Finance structure change to be discussed in governance
   * Summer Tour decisions on dates, see below
   * In Camera session regarding personnel issues. Approx. 10:30 am to 11:00 am
2. Executive Director - Brian Bainborough
   * New ED in place. John can still participate on the local (Simcoe) board but cannot be representative to the provincial board.
   * We also need to work through the boundaries of this new position. Some things John will do as a volunteer ( Royal) other things will be done as the ED.
   * Need to make sure communications and feed back go through the proper channels…to committee chairs, president and the ED all together so all stay in touch.
   * office change over in progress. Phones are working.
3. President’s Report
   * See report
   * Excellent provincial first tapping. Kudos to Nick and team
     1. good media coverage
   * Lots of media coverage through the season, share coverage through email and social media as much as possible. Thanks to Bill Hubbert, Bob Gray and others who were interviewed in the media.
   * Insurance renewed. Need to send $50 bill to Lanark for the Sexual Harassment insurance for their info. day. Brian is looking into further coverage on this.
   * Be aware that OMSPA has coverage for OMSPA approved events. Please notify the office of these events. You must still have individual coverage. Locals and their events are covered under the OMSPA insurance. Suggestion by Nick that 5 million liability be considered, especially if the cost isn't much higher.
   * Ray has offered to write a harassment policy for the fall.
4. OMAFRA Report - Todd Leuty / Brian Bainborough
   * Todd unable to attend, in the field today with his other responsibilities.
   * OMFRA has stated they want to support us. Slowly, getting their funding worked out. We have been given the go ahead on $7,000 for the judging workshop.
   * The government sees us credible and we are a positive story for them
5. Executive Directors Report
   * see report
   * communication to John through the usual OMSPA office # and the admin email.
6. Special Projects
   * RED Grant Application - Leann Thompson / Brian
     1. Received notice that we will receive the RED grant.
     2. we had spent some money but the bulk of our funding can be matched
     3. Amy Hogue has re-done our marketing plan to suit the altered time lines. It can go into 2020 as the grant runs to March 31st 2020. Possibility of applying 2020 budgeted funds to the grant.
   * Social Media - Leann / M&P
     1. Big growth in our social media growth. Started engaging our social media earlier this year. Plus all the interviews and content generated by members and locals. See report for details on increases.
   * Maple Weekend - Leann
     1. Kudos to Leann, very hard work on her part. Amy Hogue has been great to work with.
     2. Expanded media contact list done by Ann Lorriman helped get the word out. Hash tags helped with sharing.
     3. Simcoe and Ottawa Valley both reached out to local tourism and got significant funds to help with promotion. All locals should look at this.
7. Summer Tour - Brian/Nick/Leann
   * Ottawa Valley has requested hosting in 2022 as did Algonquin.
   * Algonquin will possibly do 2024. Dave Matthews and Harry Kessels to take back for approval by the Algonquin Board and will bring back to the July meeting for a confirmation.
   * Website www.omspasummertour.com being updated almost daily as things progress.
   * 9 tour stops. Most very close to bus to help those with disabilities
   * menus will be posted this week.
   * speaker bios to come shortly.
   * Some concern about the cost, but options for Hotels are limited. Only two big enough in Grey Bruce. Other one in Owen Sound and was used last time. Lunch included with rooms. Nick feels the cost is inline with historic costs when inflation is included
   * Awards for the Summer Tour. Nominated by the local, but organized and paid for by OMSPA
     1. Student award Eloise Gowan is a grade 4 student at Riverforest Montessori School in Owen Sound.
     2. Award of Merit: Usually someone know across the province. Paul Bailey.
     3. . Lifetime achievement award: Usually within the local. Bill and Susanne Robinson nominated.

Motion (2019-05-03)

Moved to accept the award nominations as propose by Grey/Bruce.

Moved: Dave Matthews Second: Jody Peters CARRIED

* + Lanark is making progress on 2020:
    1. focusing on their southern area…out of Brockville
    2. Theme will be smaller producers and how to make a business of it.
    3. Committee heads are in place and are recruiting
    4. July 16 to 18 which is Thursday to Saturday.
    5. Grey Bruce has asked Lanark for ad copy to advertise 2020
    6. Committee reports for the tour booklet are due by the end of May

1. Financial - John Williams
   * Bank Balance at April 30th, 2019
   * Main RBC acct. $68,008.29
   * USD @ RBC $ 5,045.00 (approx. $6500 CDN)
   * GIC $50,000.00
   * Total approx. $124,508.29
   * Bills paid but not withdrawn approx. $10,000
   * Net approx. $114,508.29
   * Our cash position remains strong, however our income has weakened. We are down $5,000 in memberships over the same period last year. We need to investigate and confirm this number and see what has happened.
   * Store sales are down $10,000. I think this is related to two things: the colouring book provided the store with a big boost last year, and we were low in stock on some items coming into the season.
   * John to continue to work on finances under the supervision of Ray as Treasurer.
2. Committee Reports
   * Marketing and Promotion
     1. Royal: We will be attending for one day for the promo "In the ring". Asked for a representative to participate in the maple award presentation and for two more passes…total of four. Judy Hughes and John Williams have agreed to help. Need to make sure we have and excellent presentation and materials. Can we use the Maple Game from the Sault Bush Plane Museum?
     2. Education project: Planning underway for media that can be posted on our website for download
     3. Marketing theme for next mainline. We've made lots of syrup this year so let's sell it!
     4. Breakfast on the Farm is in Southwestern. John to speak with Bill Vandenberg re the details as he and Ryan have agreed to help out. Hopefully, we can get a producer to supply the syrup at wholesale and do an info. booth at the event.
     5. IPM - Algonquin
        1. Algonquin Board is involved. Seguins are close to the site and involved.
        2. some of our display items will be needed. This can be co-ordinated for exchange at the summer tour. Recipe booklets will be given today.
   * Communications
     1. Cancelling the 50 million tree campaign is a big issue.
     2. Will work on an editorial board as approved when John gets organized. We will look at revamping the Mainline. Could have one or two producer profiles. At Foodland meeting there was a discussion about how effective they are. Woodlander from the OWA is a good example. Jules suggested a technical section.
     3. Question asked, can we send some or all of the Mainlines electronically. We will put this on production survey.
     4. Website needs attention. We may have to pay for a website update and John can manage day to day.
   * Membership
     1. memberships due by May 31st after that the list for communications (mainline, newsletter, etc.) will be stripped of producers who haven't renewed.
     2. want to move to invoice system. Issue on Nov. 1st
     3. Looking at changing the membership fee structure. Needs to be approved by October meeting to allow for the budget process.
     4. There are five honourary members. Do the locals want to nominate some more?
     5. What is the criteria: number per local, currently no guidelines. Membership to look at this issue.
   * Research and Tech Transfer
     1. Bob at meeting for the Buddy Sap project. Brian gave his report.
     2. Algoma and Algonquin handed in checks to pay for their portion of the Buddy Sap study
     3. Algonquin interested in having involvement in their bush liming. Dave Matthews to follow up with Bob and Todd Leuty
   * Quality Assurance
     1. Chris working on a site for the maple judging workshop. Has a possible site at Sandy Flats. North of Coburg, in between Peterborough and Belleville.
     2. Brian working with Cathy Hopkins and Todd Leuty on a date.
     3. Only found out this morning that we have the funding from OMAFRA
   * Goverance
     1. update of constitution from boundary changes to be completed as approved
     2. Need constitutional change to remove chair of Finance. Treasurer oversees. ED will take on many of the functions.

**Motion (2019-05-04)**

**Moved to bring a constitutional change to the AGM removing the need for a chair of finance.**

**Moved: Harry Kessels Second: Chris Koopmans CARRIED**

* + 1. This must be posted in the Mainline and voted on at the AGM.
    2. Location of board members and executive should be listed in documents by local not by municipality.
    3. See end of minutes for an updated listing.
    4. terms of reference have been done for the committees and we can look for those and post them on the website

**Motion (2019-05-04)**

**Moved to replace the words office administrator to executive director where found in the constitution.**

**Moved: Steve Needham Second: Ray Bonenberg CARRIED**

* + 1. .Must be placed in next Mainline. and passed at the AGM

1. Foodland Ontario Report
   * Brian attended instead of Terry Hoover as there was some confusion that the meeting had been cancelled.
   * Discussion that most attendees are Executive Directors.
     1. Suggested that our ED be the representative to facilitate discussions with other commodity groups.

**Motion (2019-05-05)**

**Moved for the executive director to be the representative at Foodland meetings.**

**Moved: Ray Bonenberg Second: David Devillers CARRIED**

* + they still have funding. One year marketing plan. Like us to work co-operatively with other commodity groups. Logo use is available to our members with signing a contract.

1. NAMSC/IMSI
   * IMSI meeting in Vermont next week. Jean Lamontange has been hired by IMSI as executive director. From New Brunswick. Worked in the food business, doesn't have much experience with maple. Ray done as president in December.
   * NAMSC: meeting this Friday at the Hall of Fame and induction of people to the Hall of Fame
     1. Vermont still not back in NAMSC
     2. still some resistance to change, but there is good work being done.
     3. Brian still pushing for transparency in their work and finances
        1. sat on the IMSI commission. Looks like the two organizations will remain separate.
        2. IMSI will do marketing, high level issues, lobbying.
        3. NAMSC will look after producer education and research
2. New Business
   * Jug Program
     1. AMPAK - met all deliveries on time or early, have stock
     2. D&G - a few quality issues. contact them directly to deal with this
     3. CDL - is working on a new square plastic jug. Not available yet. They have asked if we are interested in an OMSPA version
     4. NuCan -some issues, but they are starting to sell
   * Festivals : excellent way to get the maple story out. OMSPA needs to be involved where possible.
     1. Elmira: 80,000 people for one day
        1. must be an OMSPA member to enter their contest
        2. winner supplies next years pancake breakfast
     2. Festival of the Maples: Perth
        1. about 17 maple vendors, must be an OMSPA member to get discounted maple space
        2. 20,000 people, about 200 vendors
        3. large kids area, most maple vendors seem to be from the area
        4. Harold suggested a registration number to help confirm membership
     3. Powassan Festival
        1. numbers down to about 10,000 due to weather can be up to 20,000
        2. all syrup must be made within 25 km
     4. Huntsville
        1. moved to higher ground due to flooding
     5. Elmvale
        1. weather issues, but attendance was still okay
        2. about 30.000
        3. problems with people from out of area sales
        4. don't have to be OMSPA member
     6. Wharkworth
        1. first weekend of March
     7. Maple in the County
        1. mid march
     8. OMSPA can provide support for the festival, with judging, social media. etc.
   * Elmira Auction
     1. Nick tasted many lots of syrup (dark and very dark) found many with off flavour, but it was labeled as grade A, David Wagler found amber that was last years.
3. Adjourn
   * Next meeting: July 18th at Kincardine on the Summer Tour
   * followed by: Monday, October 7th, and Tuesday, December 3.

motion to adjourn by Steve Needham at 3:55 pm.

To do list from minutes:

1. John Williams
   * Bill Lanark for $50 paid on harassment insurance
   * follow up on Royal issues and presentation (volunteer)
   * Mainline revamp
   * add question to Production Survey asking how many want to receive their Mainline digitally.
   * Remove members not in good standing from distribution lists for Mainline and e-newsletter.
   * update executive and board info. on the website as per minutes
2. Ray Bonenberg
   * to write harassment policy for the fall
   * mainline revamp with John
   * establish editorial board
3. Brian Bainborough
   * follow up on harassment insurance
4. Chris Koopmans
   * Date and site for Grading workshop confirmed.
5. Jules Rochon
   * write and post a constitutional change removing the chair of finance
   * also a constitutional change from office administrator to executive director.
6. Frank Heerkens
   * to investigate drop in membership numbers.

updated May 14, 2019

**Regional Representatives**

Algoma & District

Judy Hughes

Tolbert Stinson

Brian Bainborough - alt

Algonquin

Dave Matthews

Harry Kessels

Veronica Mulligan - alt

Eastern Ontario

 Frank Heerkens

   Jules Rochon

   Bryan Exley - alt

Grey-Bruce & District

 Nick Bereznick

 Bob Gray

Haliburton – Kawartha

Jody Peters

Clancey Lavender

Lanark & District

Harold Walker

   Leann Thompson

  Randall Goodfellow - alt

Ottawa Valley District

 Ray Bonenberg

 Robert Hupé

Quinte & District

  Steve Needham

  Chris Koopmans

  Mark Curle - alt

Simcoe & District

Peter Lorriman

David Devillers

Jack McFadden - alt

South Western

Bill Vandenberg

 \*\*\*Vacant \*\*\*

Waterloo – Wellington

Terry Hoover

Kevin Snyder

David Wagler - alt