**Agenda**

**Ontario Maple Syrup Producers’ Association**

**July 18th, 2019**

**Summer Tour Kincardine, Ontario**

**4:45 pm – 5:45 pm**

1. Call to Order
   1. Present: Brian Bainborough, Frank Heerkens, Ray Bonenberg, Chris Koopmans, Dave Matthews, Peter Lorriman, Jules Rochon, Jamie Fortune, Clancey Lavender, Bill Vandenberg, Judy Hughes, David DeVillers, Bob Gray, Dwight James, Nick Bereznick, Dale Martin, Kevin Snyder, Fred Martin
2. Introductions, Welcome
3. Adoption of Agenda

**Moved to accept the Agenda as amended.**

**Moved: David DeVillers Second: Peter Lorriman CARRIED**

1. Declaration of Conflict of Interest
   1. none
2. Code of Conduct and Robert's Rules
   1. Brian made comments on being willing to listen at the table. You must be really willing to listen and possibly change your opinion.
   2. position for past president is open. Dave Matthews is considering accepting this position.
3. Minutes of Board meeting May 6th 2019

**Moved to accept the minutes from May 6th as amended.**

**Moved: Jules Rochon Second: Ray Bonenberg CARRIED**

**Judy made note that we should change Algoma and District to Algoma**

**Eastern should be Ottawa valley. Ann with out an e. Wharkworth spelling.**

1. Business arising from the minutes

Date for 2022 Ottawa Valley for summer tour

International in 2025 in Algoma

Algonquin 2026

Waterloo Wellington 2027

1. President’s Report
   1. Brian highlighted the application for the Canadian Experiences fund. Great team work and turn around. Thanks to the Lorrimans', Ray, Leann, John and Amy Hogue
2. OMAFRA Report - Todd Leuty / Brian Bainborough
   1. Looks like Todd will stay on with OMAFRA through the next maple season, but will likely retire after that.
   2. We may lose some of the technical help we have been getting.
   3. John will attend the Foodland Meetings.
   4. Peter Lorriman noted that the locals may have to receive some of the funding as funds from local funders may be cut back due to the Federal money from the Canadian Experiences fund.
3. Executive Directors Report - see report
4. Special Projects
   1. RED Grant Application - John / Brian
      1. RED grant well under way now. Content was created during the spring to be used in promotions this fall/winter/spring. Video is in the editing stage and Amy is working on blog content for the fall.
   2. Canadian Experience Application - John
      1. Waiting to hear if our application has been approved. Ray and Amy feel we have a good shot at this funding.
   3. Social Media -none
   4. Maple Weekend - see report
5. Summer Tour - Brian/Nick/Leann

Congrats to Nick on the current summer tour

Jamie Fortune says they have a good and experience committee together.

Discussion about increasing the size advance from $1000 if needed

Requested past organizers write down Top three things you liked, three things you would change to Jamie's committee and get them

1. Financial - John Williams

See report

1. Committee Reports
   1. Marketing and Promotion
      1. IPM - Algonquin
      2. Tracy Seguin and John have been working on arrangements for that.
      3. Frank suggested sampling granulated sugar. Jules suggested that a producer take a selling booth as he felt the sales could be quite good.
   2. Communications - none
   3. Membership - none
   4. Research and Tech Transfer
      1. Waterloo- Wellington will support the buddy sap project with a donation
      2. see report.
2. Quality Assurance
   1. Judging seminar is organized for October 4
   2. Possible conflict as Algonquin may change their Info. Day. Brian made note that it is the Locals perogative to set their date.
3. Governance
   1. See report
4. Foodland Ontario Report - none
5. NAMSC/IMSI

Brian doing a presentation at the International meeting on our Judging workshop

1. New Business

Chris Koopmans has resigned as Chair of Quality.

Adjourn motioned

* 1. Next meeting: Monday October 7th at Lindsay
  2. followed by: Tuesday, December 3rd.

President’s Message

Summer Tour Board mtg

There have been 2 Executive calls since the last board meeting

OMSPA, on very quick notice was able to apply for marketing funds under the Canadian Experience Grant, a Federal initiative to grow tourism opportunities and expand culinary initiatives. OMSPA asked for $75,000( no cost share for OMSPA!) to help promote Ontario Maple throughout the province (excluding North Ont). The application was very well written and should be looked upon favourably by the reviewers. Congrats goes to those involved, primarily, Leann, Ray, Peter & Anne Lorriman and Amy Hogue for great work on a short timeline. If the funding is approved this will be a great opportunity for OMSPA to promote the Sweet Ontario brand and our products.

I spent most of one day (10-2:30) on a conference call dealing with the possible agricultural exemption being removed regarding Steam Boilers. The Auditor General has identified Steam Boilers as a possible public safety issue. This relates mostly to Greenhouses that use a large volume of water under high pressure which they argue poses a risk to the public and temporary immigrant workers. Most of the present use of steam in the maple industry are low volume lower pressure boilers but the insurance regulators consider a boiler a boiler, regardless of volume or pressure. There will be more discussions this fall.

OMSPA has entered into a Jug agreement with CDL similar to the one we have with AMPAK, with a $0.05 royalty paid annually to OMSPA. Their new square jug that should be on display at the Summer Tour to look at for those who haven’t seen it.

The financial statements have been finalized and will be available at the AGM. We had a surplus of revenue over expense due mostly to taking on OMAFRA funding. This is really a multiple win for OMSPA as good work is done the Maple Industry but we are able to recoup some of our fixed expenses and when the outside funding exceeds 40% of our revenue then we are able to recoup HST also. We should also consider another accounting firm for our Notice to Reader that is closer to our new office location.

OMSPA has renewed our Liability policy with the Co-operator’s. OMPSA has liability insurance for OMSPA events like the Summer Tour but this doesn’t negate producers carrying their own insurance policy.

Attended an AAC meeting in Guelph with John. Over the past few years OMSPA has received various funding from AAC. The provincial government is changing how CAP funding will be distributed as OMAFRA will administer rather than AAC.

At Waterloo Wellington’s request I & Frank Heerkens both attended a board meeting outside Elmira to address having appropriate representation at the Board level for both OMSPA and the Local. At this meeting Terry Hoover verbally resigned from the Provincial Board. This resignation has been confirmed by members of the Waterloo Wellington board that were in attendance that evening. I sent a registered letter confirming his resignation effective June 25, 2019 and thanking him for his past efforts with OMSPA. Waterloo Wellington has confirmed it will continue to support OMSPA and will send positive constructive representation to the Provincial Board. OMSPA has a Code of Conduct that all members need to abide by in order to have an effective productive association.

Executive Director's Report

July 2019 Board Meeting

The transition from our administrative set up with the Ontario Woodlot Owners is largely finished. I have now cycled through most functions at least once and the phone calls to Joanne are sporadic now. Every time I repeat a job it becomes faster and more efficient.

Items completed in May and June:

* First Mainline out in early June. Two e-newsletters as well. Updated our mailing and email lists.
* Bookkeeping for expenses from executive and day to day.
* Finished the last new and renewed memberships.
* Produced membership numbers reports.
* Attended Agricultural Adaptation Council meeting near Guelph.
* Assisted with $75,000 grant application for Canadian Experiences Fund.

Along with these items there are the usual inquiries from the public and members.

Thank you for your support during this transition!

John Williams

Executive Director, OMSPA

**Maple Weekend Report – July 2019**

Since the last board meeting, the Maple Weekend Work Group has been working on collecting feedback from the participants. This is being done in the form of a participant survey and the OMSPA Producer survey.

Participant surveys: 31 of 77 participants completed the survey. The results were summarized and distributed to the Working Group and reviewed on the last conference call.

Visitor data is still being collected. Preliminary data shows 22,723 visitors in 2019 (2018: 13,300). Ten producers submitted visitor information. The producers represent large, medium and small operations and are dispersed across the association. One more attempt will be made to collect visitor information before calculating the economic impact for the event.

Postal codes from visitor survey data will be forwarded to Peter and Anne Loriman. This information will be summarized to help with focus marketing initiatives next year.

The plan for the next Mainline is to feature testimonials from participants. The focus is on participant recruitment.

Stickers that say “Ask me about Maple Weekend” will be distributed to members at Summer Tour. This is to help identify MW participants to other OMSPA members. The goal is to start conversations between members and promote the event. A special thank you to the Grey-Bruce Summer Tour committee for supporting this initiative.

The expected workload for this group in the fall will be lighter this year given that the social media/marketing plans fall under the RED grant.

The dates for next year are April 4 & 5, 2020. Locals are encouraged to start recruiting participants for next year at any time. The same approach will be taken regarding deadlines. There will be a push to get profiles updated in the fall/early winter. However, the group will still allow for late additions during Information Days (Jan-early Feb). That said, locals may require tighter deadlines for their own marketing initiatives and will communicate these to their members.

Goverance Committee Report

July 2019 Board Meeting

Constitutional changes to be voted at the agm.

               Changes to finance review processes .

                              .Creation of the finance oversight special group.

                              .Removal of chair of finance committee.

                              .Treasurer and finance oversight group taking over finance responsibilities.

                              .Constitution document changes to reflect these changes.

               Creation of new executive director to replace the current Office administrator position.

                              . Constitution document changes to reflect these changes.

Upcoming activity. Addition and modification of code of ethics section.

               Proposition for the addition of code of conduct for members.

Merci, many thanks,

Jules Rochon

613-446-5670.

**RESEARCH AND TECHNOLOGY TRANFER COMMITTEE REPORT**

1. Buddy Sap Research Project:

Dr. Renaud is pleased with the way things are progressing. All the samples arrived at the lab in good shape. The assistant hired on the MITACS grant from Fanshawe College is Jose Garcia. He is working very well with the research team. Some chemical markers have been identified in the sap and assessment will be underway to assess how strong the individual markers are. Both Dr. Renaud and Jose will be attending the Summer Tour for a couple of days, and will make a presentation on Friday, July 19 regarding the research project and what they have discovered so far. Samples of syrup collected for the project will be brought to the Summer Tour for tasting for buddiness by the syrup judges.

1. Liming of Sugar Bushes:

Matthews and Hubbards are experimenting with treating some of their woodlots with lime. Research quadrats have been established so monitoring of the effects of liming can be documented over the long term. It is hoped that this will slow or prevent die back in the trees on the acidic soils of the Canadian Shield within the Algonquin Local.

1. Strategic Planning:

We hope to get started on updating the RTTC Strategic Plan this fall.

Bob Gray

RTTC Chair

