

Minutes
Ontario Maple Syrup Producers' Association
July 16th, 2020
Phone Conference Call
9:30 am – 11:30 am
By Zoom
meeting id 985 7665 0111
pw: **628241**
telephone call in #: 647-374-4685
call in at 9:20

Attendance:

Executive:

Brian Bainborough	President
Frank Heerkens	First VP : Eastern
Ray Bonenberg	Treasurer: Ottawa Valley and District
Stephen Needham	Second VP: Quinte and District

Directors:

Judy Hughes	Algoma
Dave Matthews	Algonquin and District
Jules Rochon	Eastern
Bob Snider	Haliburton - Kawartha
Gail Cranston	Grey-Bruce
Michelle Sage	Grey-Bruce
Peter Lorriman	Simcoe and District
<u>Bill Vandenberg</u>	Southwest regrets
Phil Thomas	Waterloo Wellington
Ron Grubb	Waterloo Wellington

John Williams	Executive Director
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Regrets

Randal Goodfellow	Lanark & District
Harold Walker	Lanark & District

Quorum met (min. of 5 local reps and the President or a Vice President)

1. Call to Order
2. Adoption of Agenda

Motion (2020-07-01)

Moved to accept agenda.

Moved: Judy Hughes Second: Frank Heerkens Carried

3. Declaration of Conflict of Interest

None declared

4. Code of Conduct and Robert's Rules
5. Minutes of Board meeting June 8th, 2020

Motion (2020-07-02)

Moved to accept June 8th minutes as presented.

Moved: Phil Thomas

Second: Dave Matthews

Carried

6. Business arising from the minutes

Pancake house issue: Still being worked on, carry forward

Summer tour check list on responsibilities: carry forward

Recipe book: see M&P, carry forward

More Ads for Mainline: carry forward

Alphabet book: MOU signed. Next step is printing - complete

Carry forward printing and sales on the alphabet book.

Directors manual: carry forward

Promo shirts: Store will have two shirts. One with a collar, golf shirt style as we used at the Royal. A t-shirt that is printed and a basic size run stocked. Brian asked if the ordering information could be published in the next Mainline. John agreed to that. Steve wants to have at least one of each available for show at the Info Days. Carry forward.

Shipping member benefit: Frank still working on it. Carry forward

7. President's Report - see report

Brian had a discussion with Holy Dollan at OMAFRA regarding our application to the Ecommerce Stream 2 funding. None in this stream have been approved. OMAFRA has been very pre-occupied with the foreign worker issue. Todd Leuty will be retiring this fall and OMAFRA is looking for a replacement. We will help with this search.

Looks like we will get up to \$10 K funding for our best practices videos that Ray has been working on.

Frank asked if we should have someone sit on the TSSA committee working on the new steam regulations. Brian suggested we see were things go.

Discussion about how COVID has affected the association. The executive felt that it was better not to change the executive part way through the pandemic and is proposing that the election will take place at the AGM tomorrow but the transition will actually occur at Jan. 1

Slate of officers being put forward: Frank Heerkens, President; Steve Needham First Vice: Jules Rochon, Second Vice. John Henderson will run the election as Todd Leuty is not available. July 17th is his wedding anniversary!

Dave Matthews commented that the executive has been driving the decisions too much. More consultation is needed on decisions like the time frame for the executive change over. Frank

and Brian agreed that more room could be made for this and will keep these comments in mind going forward.

8. Executive Directors Report - see report

Discussion on Locals having a website page. Currently, Eastern is the only local that has organized their page. Jules has spent a fair amount of time getting this organized. Haliburton-Kawartha has stated that the \$275 for this is too much for them and have asked for a smaller version. Ray has had discussion with Bob Snider and they have agreed to a \$50 fee for a basic page with a couple of paragraphs description, a picture and contact information for the executive. Phil asked if there was access for editing with this. No, that is with the more extensive package.

9. AGM

July 17th at 8 am. Will keep it to approx. an hour. Currently at 46 members registered. Normal AGM agenda. Frank will do a year in review with notes from Ray. Financials must be approved and accountant approved. Slate of officers will be presented and nominations can be made from the floor. John Henderson will run the election. None debatable statements can be made by members. Bob Gray was nominated at our last physical meeting for the Award of Merit. It will be presented during the AGM.

10. Ecommerce Update

John confirmed that 2 members have received the stream 1 grant. John also mentioned the webinar organized by M&P on ecommerce platforms. Put a synopsis and place the slide deck on the website and feature in the eletter and Mainline. John will try to post the whole meeting which was recorded but the files are very large. A request to run the ecommerce webinar again as many are still interested in the topic. This could be done in the fall. Steve Needham mentioned we are considering another webinar with e payment methods and could include a review of the ecommerce platform.

11. COVID Response: Social media program and CAP funding application

Brian spoke about discussions with Holly Dollan from OMAFRA to see what's happening with CAP. No one for stream 2 has been approved. John spoke about Amy's social media program. Approx. \$1800 spent to date, well received. A Father's Day promotion that included a draw for two packages of maple products was successful.

John spoke of a tourism grant that has become available. Amy feels it may work for a fall event.

Jules has been working on one for Eastern but has had limited uptake. Insurance could be an issue, Jules is investigating this. Jules also mentioned the ability to use something like Wix and Jennie to put a quick website up for an event.

We can only work within the guidelines of the local health units. This is proving to be restrictive to many agritourism operators. Extra staff and hygiene costs can be high depending on the COVID stage. Steve suggested that local directors check with their members to see if there is interest for a fall event. Frank suggested, even if we don't do a fall colours event this year, we should really look at it for next year. Brian took a survey of the board members to see who wants to plan something for this fall. Most locals were negative. Most are cancelling member events and wouldn't be interested adding a consumer event. Gail Cranston said she would love to do a fall event, but feels it is too risky at this point. Ray feels the logistics are very difficult, there are too many variables with the COVID phase we are in and the variance of reaction across the province. Frank suggested we consider planning for 2021. Brian agreed we should plan for 2021. Jules mentioned this is good preliminary discussion for Maple Weekend 2021.

12. Financial - John - see report

Brian stated that our RBC bank account signing officers need to be updated.

Motion (2020-07-03)

Moved to clear all bank account signing officers and add the following signing officers: Frank Heerkens, Brian Bainborough, Ray Bonenberg, Stephen Needham, and John Williams

Moved: Jules Rochon Second: Steve Needham Unanimous

No questions to John regarding the financial report circulated.

13. Grant Update - John

See report. Brian added that we will be submitting an application for our annual OMAFRA grant soon. This will be for a series of videos on forest health and maple techniques.

14. NAMSC/IMSI - Brian/Ray

See report. Brian stated IMSI has reached out to its members for consultations. Ours is next week. No action by NAMSC. Next scheduled meeting is in September. Brian had reached out to Joe Polak with concerns about Ontario's place in NAMSC but hasn't heard back.

15. Summer Tour update

Quinte has cancelled their booking, but will look at re booking in the fall. Award of Merit to be presented to Bob Gray at the Zoom AGM instead of Summer Tour. We receive an email from

the President's Council asking if we want to nominate anyone for the Ontario Agricultural Hall of Fame. If anyone has a suggestion please contact John or Brian. Just a reminder that we will see our income reduced for 2020 by up to \$10 K as we lose the auction at the Summer Tour and the shared income. In a holding pattern for Algonquin's Summer Tour at this point.

16. Committee Reports

a. Marketing and Promotion - Steve - see report

- i. Steve wants to have a sample of each shirt available for the info days to try and sell them.
- ii. Bob Snider was welcomed to the M&P committee
- iii. On our last M&P call Lynn Orgrizlo joined the committee for an update on her world of food and nutrition.
- iv. M&P has no budget for the French recipe book but Eastern is planning to carry the ball on this one. Frank thinks we have enough preorder interest to print 2500 copies on a first run.

b. Communications/Website - Ray - see report

- i. Ray and John meet with the Invasive Species Centre representatives. They are interested in providing Maple producers with more information around the spotted lantern fly and other invasive species. We will work with them to get information into the eletter and the Mainline.
- ii. The MOU for the Alphabet book is now signed and we are ready to go on next steps.

c. Membership - Frank

Frank reminded everyone to check their lists for stragglers. We are only 23 members away from our goal of 600. Some members reported troubles working with the new membership stickers.

d. Research and Tech Transfer - Phil

Next meeting in Sept. Dr Miller is working a journal article about our buddy sap project. The committee will be meeting prior to the August 15th Mainline deadline so there may be something to report at that time.

e. Quality Assurance - Brian - See report

- i. BPM manuals now available

Brian asked if the local groups (Eastern and Grey-Bruce) are comfortable running the QA workshops scheduled for the fall. Jules stated the local health unit policies will be the biggest factor. Brian is ready to run the workshops if and when the locals are comfortable running them. John Henderson and Dave Chapeskie are stepping away from the Royal as judges. They will be available for consult. Jean Giffin and David Wagglar will be judging.

Brian has committed to help Mark Isselhart with a quality document he will be working on.

f. Governance - Jules

No news . Plans to work on the Summer Tour responsibilities list for the fall.

17. New Business

Issues in the locals

Bob Snider, Haliburton-Kawartha didn't want to have a larger presence on the web. This has been discussed with Ray and John. Last meeting held in February.

Dave Matthews, may have picnic in the fall, but it may be cancelled. No definite plans yet due to COVID.

Gail, no new meetings, quiet for the summer. Brian offered help from the provincial level if they need support during changes in their local's directors.

Phil was asked about Waterloo Wellington, but there have been no meeting since he became a director.

18. Adjourn - Next Meeting: Monday, October 5th, 2020: in person, by Zoom ?

Discussion on whether we should hold the next meeting in person or by Zoom. Not everyone is comfortable at this point to try for an in person meeting. Brian suggested we leave the date. We will do some research as to what facilities will be available. We will likely need to have the capability to provide Zoom and in person. Frank has a couple other possibilities, one in Lindsay and one in the West end of Toronto. We will need to meet social distancing and other health guidelines at the time of the meeting. Comments made that much is missed when holding telephone and Zoom meetings. October meeting is usually a precursor to the December budget meeting.

Frank asked about membership representative for Waterloo-Wellington. Phil and Ron to find out. Harry Kessel will remain on for Algonquin. Gail to check for Grey-Bruce.

Gail will also get the executive and directors list for GB to John so their membership funds can be sent out.

Steve asked about the jug program. Brian has spoken to the companies involved and they will be remitting funds this fall. NuCan will pay approx. \$300.

Motion to adjourn Dave Matthews.

Action items:

Pancake house issue: Still being worked on, carry forward

Summer tour check list on responsibilities: carry forward

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Ads for Mainline: carry forward

Alphabet book: MOU signed. Next step is printing - complete

Alphabet book: Printing and sales.

Directors manual: carry forward

Promo shirts: Brian asked if the ordering information could be published in the next Mainline.

John agreed to that. Steve wants to have at least one of each available for show at the Info Days.

Shipping member benefit: Frank still working on it.

John to communicate the \$50 simple single page website available to each local. Check with Ray to set the terms of this.

Ecommerce webinar: slide deck and/or a recording made available to members.

Arrange venue with zoom capabilities for Oct. board meeting: Frank and Ray.

Establish committee for a fall colours event. Use Maple Weekend group?

Minutes by John Williams. Last updated July 20th, 2020