

Minutes
Ontario Maple Syrup Producers' Association
May 11th, 2020
Lindsay, Ontario
9:30 am – 11:30 pm

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
Michael Levitan	Algonquin and District
Jules Rochon	Eastern
Randal Goodfellow	Lanark and District
Clancey Lavender	Haliburton - Kawartha
Bob Snider	Haliburton - Kawartha
Gail Cranston	Grey-Bruce
Michelle Sage	Grey-Bruce
Bob Gray	Grey-Bruce
Peter Lorrinan	Simcoe and District
Bill Vandenberg	Southwest
Ron Grubb	Waterloo Wellington

John Williams Executive Director

1. Call to Order

- a. 9:30 am
- b. Roll call by John

2. Adoption of Agenda

- a. Some additions to new business Randal first Ray seconded
 - i. Production Survey

Motion (2020-05-01)

Moved to accept agenda.

Moved:Randall Goodfellow

Second: Ray Bonenberg

Carried

3. Declaration of Conflict of Interest

- a. none declared

4. Code of Conduct and Robert's Rules

5. Minutes of Board meeting Feb 11th 2020

- i. no changes, motion by Frank, accept by ?

Motion (2020-05-02)

Moved to accept Minutes of Feb. 11th Board meeting

Moved: Frank Heerkens Second: motion not completed business arising discussed first. Need a seconder and vote.

6. Business arising from the minutes

- i. Follow up with the Royal on attendance numbers the Royal had a 7% growth. The actual attendance for 2019 was 276,774 versus 258,325 in 2018. Growth of 7% over a 10 day period. Remember there was a strike on in 2018 that affected attendance and the Gardiner was closed for repairs on the first weekend.
- ii. John has to develop a guide for what OMSPA provides to the Summer Tour. Move forward to next meeting
- iii. Eastern to get a quote on the price of translating the Recipe book into French. Jules has this underway. Should have the quote for next meeting
- iv. John has done some initial investigation of more ads. This will be carried forward in committee work with Communications.
- v. Bob Snider will help on a manual for events as he works on the IPM for 2020. Ongoing as IPM planning moving forward. No word yet on whether it will be cancelled.
- vi. Jules to prepare new materials for Directors binders.
- vii. John to work on promo t-shirts for the store.
- viii. M&P to work on details of maple book brought by Ray to the board.
- ix. Digital version of Local web pages program to go out to locals. - John
 1. Sent out Feb. 17th. But no time before the season and COVID to follow up. John will resend the info. to this group.
- x. Invoice Lanark and District for Buddy Sap program 2019 - John - Done
- xi. Finish condolences card and policy - Jules - Done
- xii. Jules and Ray have worked on a memorial policy - Done
- xiii. Randal asked about a vendor payment problem at last summer tour. Brian indicated the problem has been resolved.
- xiv. Randal also asked if there has been any developments about Ottawa Valley. Will they continue or look to fold? Ray indicated they will continue for now.

7. President's Report

- a. See Report.

- b. Still good demand for syrup across the province. Many members have been adjusting how they are marketing syrup.
 - c. Question from Randal relating to aid for producers on how pancake houses will be helped as the impact has been very large for them. Brian has discussed this with OMAFRA but they have said it is more related to the infrastructure ministry. Randal suggested a survey of them. Stephen mentioned Sandy Flats has shifted to a delivery system that is helping. Same for Curle's. This will not replace their events and pancake house sales, but sales have been substantial. Randal suggested many of these large producers feel a lack of attention from OMSPA. Can we survey them for ideas, perhaps form a discussion group to allow them to work together.
8. Executive Directors Report
- a. see attached report
9. Financial Report
- a. see attached report
10. Grant Updates
- a. CEF/ Maple Weekend: see reports
 - b. RED: see report
 - c. OMAFRA: Tasting/grading workshop development, see report
 - d. OMAFRA/CAP:
 - i. Stream #1 - \$5,000 grant for producers ecommerce upgrades
 - 1. Template developed and sent out to our members to speed application process
 - ii. Stream#2 - \$75,000 for partnerships, organizations etc.
 - 1. application submitted Friday for \$55,000 including \$10,000 contribution by OMSPA to help our members with Ecommerce. Proposal to redevelop our website to attract consumers and funnel online sales to our members. Also, a portal for those looking to buy wholesale.

11. Current issues

Summer Tour.

Everything moved back a year. Quinte, will get it's \$1000 deposit refunded and re book.

New dates for 2021 need to be updated on the website. Randall commented that sponsors were concerned about committing to sponsorships with the COVID situation. Some adjustments may be made in the program to reflect 2021 realities.

12. NAMSC/IMSI - Brian/Ray

- a. North American Minnesota moved to 2022 as New York could not change their 2021 dates/location. Maine pushed back to 2023. Inductions to the Hall of Fame will be postponed for a year. Fees due now based on 250 less and 250 plus. Brian disappointed in NAMSC phone call and their response to COVID. Nothing suggested.
- b. IMSI- Recent ZOOM meeting held that went very well. Ray sees a reduction in the number of face to face meetings by delegates. Talk of the AGM being pulled out of fall international meeting. The AGM is likely to be held as a one or two day event held centrally. IMSI is committed to the NAMSC meeting for the next year or two, but after that will probably withdraw and do a separate meeting. NAMSC is considering changes too. Hosting by Algoma of the International in 2026 maybe looking at a different format. Quebec crop looks good, but no confirmed numbers. Up to 50% of syrup going into the warehouse is Organic.
- c. Brian commented that the International conference can be a huge money maker. OMSPA received \$25,000 of the surplus, but Vermont lost money the last time they ran it. There is a risk, but it is also a good money maker. Distance is a huge problem. It's very hard to all the delegates at the meetings when they are far away from the central maple areas.

13. Committee Reports

- a. Marketing and Promotion - Steve
 - i. see report, John to work on T-shirts for promo needs in the store. Steve suggested creating a Sweet Ontario sticker that members can put on their bottles. It's hard to find room on custom labels for the Sweet Ontario branding. Suggestion made to put member number on. M&P will work on this project and bring back to the board.
- b. Communications/Website - Ray
 - i. See Ray's report. Ray has reached out to the new M&P. Response to COVID-19 as a theme in the next Mailine.
- c. Membership - Frank
 - i. Frank is happy with how the new early invoice system worked this year. We are ahead on renewing memberships at this time. Over 560 already signed up and renewed. Frank is looking at shipping rate benefit for members either with Canada Post or a private courier. Board support for this.
- d. Research and Tech Transfer - Bob Gray

- i. See report. Main focus has been the strategic plan. It is almost done.
 - ii. Frozen syrup report almost ready. Could have a report for the next Mainline if there is room.
 - iii. Likely Bob's last meeting as Phil Thomas will likely be taking over as chair. Bob will remain on the research committee and stay as point person on the Buddy Sap Project.
- e. Quality Assurance - Brian
 - i. See report. Some delay in the production of the final video and other materials due to COVID
 - ii. Tasting workshops are booked for fall. We won't add any new workshops just yet, but we won't cancel the booked ones until a month out.
- f. Governance - Jules
 - i. See Report. Next major project is the directors binder. Frank committed to tracking down the electronic versions of the contents from Marion Dodds.

14. New Business

- a. Production report
 - i. Committee chairs reminded that any survey questions they want in the survey must be into John in the next week.

15. Adjourn

- a. Next Meeting: Monday June 8th
- b. will attempt to hold a Zoom meeting. We may have a couple that need to call in. Michael Levitan of Algonquin and District has offered to host the meeting through his companies Zoom account.

Motion (2020-05-03)

Moved to adjourn. 11:38 am

Moved: Randall Goodfellow

Action Items:

- i. pursue Randal's suggestion of a survey of pancake houses for ideas. Steve Needham to help with this.
- ii. John has to develop a guide for what OMSPA provides to the Summer Tour.

- iii. Eastern to get a quote on the price of translating the Recipe book into French.
- iv. John has done some initial investigation of more ads. This will be carried forward in committee work with Communications.
- v. Bob Snider will help on a manual for events as he works on the IPM for 2020, if this goes ahead!
- vi. Jules to prepare new materials for Directors binders. Frank offer to speak to Marion Dodds about content from when she worked on them.
- vii. John to work on promo t-shirts for the store.
- viii. Ray to work on the final MOU with the authors of the alphabet maple book.
- ix. Resend Digital version of Local web pages program to go out to locals. - John
- x. Frank and John to followup on shipping discounts.