



- ii. Frank thanked Steve for all his hard work. Steve will be heading up a committee that will work on a Facebook Chat group
  - b. Jules Rochon will take on First Vice President and Randal Goodfellow has committed to Second Vice President.
  - c. The constitution states that the Executive can appoint officers so there won't be a motion, but Frank asked for comments and discussion. No one commented.
3. Approval of the Minutes of Board meeting December 6th, 2021
- a. No errors or omissions found in the presented minutes.

**Motion (2022-02-02)**

**Moved to accept minutes as presented.**

**Moved: Leann Thompson Second: Jules Rochon passed**

4. Business arising from the minutes/ Action items:
- a. item on how to handle planned budget deficits to be discussed during finance issues
  - b. BPM update: waiting for the QA working group to make it's report. Carry forward.
  - c. QA and M&P to look at the jug program, carry forward. Need to wait for the strategic plan to be adopted to deal with this.
  - d. discussion on board emails not reaching everyone. John asked directors to contact him if they don't receive emails a few days ahead of board meetings or if they notice an omission in the email chain. Also check your spam as email programs have blocked some board members.
5. Local updates lead by Frank Heerkens
- a. Algoma - Kyle Gilbertson
    - i. haven't been able to hold their AGM, will likely wait for warmer weather
    - ii. many members still cleaning up from the summer wind storm
    - iii. Frank mentioned that he will try and attend
  - b. Algonquin - Michael Levitan Andy Straughan
    - i. AGM tonight, Feb. 7th
    - ii. Andy mentioned that the Weather Network forecast that the temperature would be minus 74 C on Valentines Day for their area.
  - c. Eastern - Jules Rochon Anne Zoeller
    - i. Annual General Meeting and info Day on November 27, 50 attendees
    - ii. Had two workshops scheduled for December but they were cancelled due to COVID along with the CHEO Teddy Bear's picnic.
    - iii. Will meet next week to discuss First Tapping
    - iv. Anne working on Maple Weekend
  - d. Grey-Bruce - Michelle Sage
    - i. Local is looking at rescheduling their AGM
    - ii. Frank stressed that OMSPA provincial is there to support where it can.
  - e. Lanark & District - Randal Goodfellow Leann Thompson
    - i. New president is Jamie Fortune

- ii. Dave Branson will be the alternate with Leann and Randal staying on as the board reps.
  - iii. IPM will be held this year and they have a volunteer working on this. They will work with Eastern on this.
  - iv. Randal thanked retiring Lanark and District Board members: George and Mel Conboy, Greg Halladay and welcomed Cornelia Danis, Marty Ennis, and Darryl Halladay.
  - v. Leann mentioned that Algonquin has communicated a report from their IPM. Shirley Deugo Fulton was given the Sugar Maker of the year award. There is work underway on the first tapping. The Festival of the Maples is going ahead in Perth and she's working on recruiting Maple Weekend participants.
  - vi. Frank mentioned that there is a Sugar House 300 feet from the IPM that could be used as a base for the IPM booth.
- f. Quinte & District - Steve Needham Mark Youmans
- i. Working on the Summer Tour and First Tapping. Some members are starting to tap.
  - ii. Mark mentioned that there is a Facebook Page to follow, maple syrup makers. Items for bidding on will be posted there. Currently a tapping vest is up. He's been working on speakers. Tim Perkins is interested in coming but has a potential conflict. Abbey or Mark may come instead.
  - iii. Steve Needham is now the president but the other officers have remained the same.
- g. Southwestern - not present
- h. Wellington-Waterloo - Phil Thomas
- i. AGM scheduled virtually for Feb. 17th
  - ii. First Tapping at Hoovers on Friday, Feb. 25th
  - iii. Elmira Maple Festival will be virtual only
  - iv. To discuss closing of high school program in Waterloo-Wellington in other business
- i. Simcoe & District - Peter Lorrinan
- i. Jan. 29th for first tapping. Virtual at two locations to prevent COVID spread.
  - ii. Feb 15 th is the AGM virtually
  - iii. Feb. 12th for a seminar on experience tourism
  - iv. meeting on Maple Weekend, could have up to 12 participants
  - v. Frank asked people to send in any First Tapping Photos to John
  - vi. Phil Thomas asked if others are welcome on the tourism seminar and Peter thought that was possible.
- j. Haliburton-Kawartha - Bob Snider Clancy Lavender
- i. First tapping cancelled
  - ii. AGM scheduled for late April
  - iii. 6 confirmed for Maple Weekend, maybe a couple of others come on board.
6. Executive Directors Report - John Williams
- a. See reports.
  - b. Randal mentioned that there is a possibility of a grant on marketing.
    - i. We have applied for a small one, \$20K total with us providing \$10K

- ii. There is the potential for larger multi year projects as well of up to \$100K. We could do a large marketing project for maple in Ontario. This might support some recommendations coming out of the strategic plan.
- c. John discussed 2021 numbers. Still has to make some entries. Estimates we will be around a break even, plus or minus a few thousand dollars.
- d. 2022 “pressure” budget presented for final approval with a \$17,350 deficit. As requested, there is a note “Deficit to be watched with assessment in June and October board meetings on spending and income”. This will remind us that we need to monitor the situation as the year progresses.
- e. Frank reminded the board that for the first time in 10 years John has been asked to provide reports to the board on the executive meetings. This does chew up valuable resources and he wondered if we need to do that.

**Motion (2022-02-03)**

**Moved to accept the 2022 budget presented with the explanation noted in d. above**

**Moved: Jules Rochon Second: Anne Zoeller passed**

- f. Randal pointed out that while we may be looking at a deficit budget that we do have over \$100K in the bank. Even keeping \$70K in reserve for a year of operating expenses we still have room.
- g. Jack McFadden stated that the optics of a \$17,350 deficit are very difficult. He’d like it to state some how that we will manage this and make sure we are balanced at the end of the year.
- h. Bob Snider pointed out that we could have a line showing a transfer from reserve.
- i. John asked if we are deciding to spend the full, deficit amount, or are we still trying keep this to a balanced budget.
- j. Bob also pointed out that if we are going to try and manage it to a break even, then committee chairs will race to get their projects done before the money runs out.
- k. Brian Bainborough stated he is happy with the way it is presented but if we want to put a reserve transfer in that is acceptable. He also feels we need a reserve of \$50K
- l. Steve Needham stated that the one year reserve is very important. He also stated that this budget contains many asks that are likely to get spent. In the past, many of the projects listed to time, and volunteer effort, like the activity book, and they didn’t always get done right away. That left funds to play with. This budget doesn’t have projects like that.
- m. Randal and Frank suggested we create a restricted reserve that protects that one year of operations.
- n. Frank also pointed out that problems with the jug program revenue dropping have put us in a deficit budget situation. Sales of syrup have gone up substantially, but our revenue from D&G has dropped 50% in the last five years. Frank will be looking for volunteers to help with this. He also pointed out that we haven’t been able to pull admin dollars out of recent grants.
- o. Leann Thompson stated that she needs to know how much she can spend for her projects. Also that if we spend \$17k from reserve that we insure it goes to the projects in this budget and it doesn’t get sucked up by a new project. She felt that showing our record of surpluses and deficits over the last five years would give some context. Lanark and District does this in their budgets. She

agreed with Jack that there isn't much context here for a member looking at a \$17,350 deficit budget.

- p. Jules supported moving ahead with the budget as presented. That we can manage it.
- q. Frank suggested a motion where we would create a restricted and unrestricted reserve and that the board must approve the movement of money from the unrestricted reserve into spending at each board meeting. This would keep a close control of funds. Brian pointed out that this really means we are approving the budget at every board meeting.
- r. a friendly modification of the motion was made to state: Deficit to be managed with assessment in July and October board meetings on spending and income. Jules and Anne approved this change.
- s. Frank called for a vote and the amended motion passed with no objections.

#### 7. Break from 10:30 am to 10:40 am

#### 8. Info. Days and AGMs - Randal

- a. Provincial Info. Days held on the First and Second of the month.
  - i. presentations by the provincial government on our sector development funds, Jenny Liu and Paul Renaud on climate change.
  - ii. on the second evening we had Mark Cannella of UVM and another from a senior person at the Farm Credit Corporation
  - iii. We had 100 registrations on the first night and 112 on the second day.
- b. Local AGMs
  - i. Algonquin tonight
  - ii. Haliburton-Kawartha tentatively the end of April
  - iii. Quinte, Grey-Bruce and Lanark & District are done.
  - iv. Ottawa Valley and Algoma not yet scheduled
  - v. Southwestern - Feb. 10th, Simcoe - Feb. 15th, Waterloo- Wellington - Feb. 17th

#### 9. Governance - Randal

- a. PowerPoint of the Sector Development/Strategic Plan process. See attached.
- b. Finished or nearing completion:
  - i. Climate Change, Data, Cost of production, Scans
- c. Underway
  - i. Applied Research and Training
  - ii. Membership Engagement - Survey now out.
  - iii. Quality, Trees
- d. Just starting
  - i. product differentiation and market development
  - ii. Financial sustainability and effectiveness of OMSPA
- e. Phase Two meetings will really get started after the maple season, but some meetings are now taking place.
- f. Still some possibility of joining a couple of the working groups if you are interested.
- g. Webinars will be done in the evening after the syrup season from all these working groups.
- h. Andy Straughan asked where the consultation meetings will take place during Phase Two.

i. Randal answered: Perth area, perhaps at the Community Futures building, one somewhere in Southwestern Ontario, and one in the north. These maybe in-person with hybrid capabilities.

i. Jules asked what the representation of Locals is like in these Working Groups. Randal stated that all of them are represented.

#### 10. Facebook Group - Steve Needham , John

a. See attached report

i. Jules express concern about opening the group beyond OMSPA membership. Why would people join?

ii. Leann mentioned the Ontario Genealogical society which has an open Facebook Group and charges \$75 for membership they seem to manage it as they have 5000 members.

iii. Randal said we need to make sure we aren't cannibalizing our current members.

iv. Frank recommended that we start with the group open and do some posting on the open maple groups. After we get some members in, then we can close the group to members only. Frank suggested that we open it to everyone in the spring and then close it.

v. David Wagler suggested that it stay open so we can advertise our workshops and events to the groups. For these events, make sure that we have a member and non-member price so they become interested in joining. Leann agreed.

vi. Steve agreed that it needs to stay open so we can draw people in. We may not get them all as members. Mark Youmans agreed.

vii. John summarized that we have two different goals: education in the basics, and to advertise OMSPA.

#### 11. Membership - Frank

a. 430 currently renewed.

b. Early bird draw won by Jim and Cheryl Wightman

c. Frank mentioned that we are slowly getting sorted with Peavey Mart and the discount cards. The staff member we have been dealing with has left the company and they are scrambling to catch up.

d. David Wagler expressed concern about the lack of membership committee meetings.

#### 12. Summer Tour - Steve Needham

a. major hurdle is getting pricing on meals.

b. Tour stops are fairly set, have had a couple new people step forward as stops

i. looking at having the speakers at the Tour stops instead of the hotel

ii. Should have one speaker coming from UVM

iii. Looking at refrigerated concentrate as a topic

c. planning a survey of members to see if people will come out this year.

d. finalizing the buses

e. John noted that a rack card will be going in the Mainline

f. Steve confirmed that dates are July 13 to 15 with the AGM on the morning of the 14th and the banquet that night.

g. First Tapping will be at the Foster's. It is close to Sand Banks. It will be held 11 am on Feb. 26th

h. Jules suggested that Quinte take advantage of the Summer Tour page that we have

- i. Brian reminded Steve that nominations for the Lifetime Achievement and Award of Merit need to be made at the next board meeting. Brian nominated Todd Leuty for an Award of Merit, Jules Rochon seconded it.

### **Motion (2022-02-04)**

**Moved to nominate Todd Leuty for an Award of Merit to be presented at the Summer Tour**

**Moved: Brian Bainborough Second: Jules Rochon passed**

#### 13. RTTC

- a. Buddy sap project is progressing. Dr. deRosa will need a few samples this year
- b. It looks like Mitacs will fund the project, by providing twice our seed funding. This will take us to at least \$45K out of the total of \$80k needed.
- c. Bob Gray is still working on the damaged tubing project and there will be an update in the next Mainline. He's encouraging people to send as many samples as possible.

#### 14. NAMSC - Brian Bainborough

- a. See report.
- b. Locals could then do Info. Days in-person or virtually and tap into the Provincial program.
- c. Steve asked if there has been more talk about a panel of judges for Ontario that could judge events here. Brian figured that it could happen this year, but there has been progress despite COVID on putting together a good approach to this. One of the big problems is getting enough standardized off flavoured syrup. Brian will push for Ontario to be a test bed for this.
- d. Brian mentioned the contact that we have had with the agricultural fall fairs. We offered for any of their judges to attend our tasting courses.
- e. Randal asked if there is any work about maple sommelier. Brian said there has been some talk of it, but establishing some tasting standards.

#### 15. M&P- Leann

- a. see written report
- b. Focus is on recruiting for Maple Weekend. Currently, we have about 35 committed.
- c. Amy is working on general posting on our Social media to increase traffic. Currently, about half the traffic to our website is coming from Social Media. We need to remind members to share and tag her posts. We update her about First Tappings as much as possible.
- d. Shirley Fulton Duego spoke at the Lanark meeting about maple tourism. She shared with us in our call that Maple is one of the only agricultural commodities that are people from an urban settlement can actually come and see how their food is made

#### 16. Communications - Web, Jules

- a. See report attached.
- b. David Wagler noted that there aren't many hits on the members only. John responded that he is linking people in through the e-letter directly to items in the members only section so that doesn't show as a hit on that page. He did say it shows the people are not going into the members section on their own.

#### 17. Other Business

- a. Waterloo-Wellington area school board is shutting down it's local maple program. It seems to be working well, so why are they shutting down. Can the local offer support.
- b. Member Survey - Bob Snider reminded everyone to fill out the Member engagement survey. It is a very important part of our Strategic Plan Process.
- c. Mark Youmans asked if we could work with local teacher to provide books at discount pricing. John responded that there isn't anything in the budget for that and we do already sell the books just above cost. It would have to be done by a local or individual as we have no funding for this.

18. President's Message - Frank

- a. I'd like to start off with a saying that I have heard over the years and that I've used in my personal life is that, "if we don't create change, change will create us". After this meeting, please ponder on that, because that is an important point on the work that we are doing. My school teacher always gave me homework, which I didn't like to do, but I had to do it. And as provincial directors and leaders of your local board, I have some homework for you. And we all have to do it. You have been entrusted by your local to represent them at the provincial level. There have been complaints in the past about the committees and the executive bringing the motions to the board, a little discussion, and then passed. The board has been doing their job, but maybe we've been a little remiss and taking this for granted. That will change as of today. OMSPA has approximately 60 members on 10 steering groups volunteering hundreds of hours of time to our organization. Surveys by Bob Snider's Membership Engagement Working Group (WG), along with Phil Thomas's Applied Research and Training WG are the first that have been sent out. Have you filled them out? I filled mine out. It was only yesterday, but I did do it. If not, please do. Then call your local directors and have them fill it out. Then have your local directors call five members and ask them to fill it out. Your producer friends would like to be rewarded for their efforts. And it's our duty as provincial directors to reward them. John will be sending out the membership list to all provincial directors to start your homework. So John, this is a little bit different than norm. At the same time, if they haven't renewed their membership, please remind them of the renewal date. We have approximately 430 renewals to date. Let's make it 600 By the May board meeting. So I will lead by example, Jules, Anne and myself will be we will talk after the meeting, and will call our directors to divide up our work. We should be as provincial directors and locals be talking on the phone to our members at least once a year. Eastern has done this over the last couple of years. And it has has bearing fruit. And last but not least, to the provincial representatives. We need help on our committees. When you return in May, please consider which committee as a provincial rep. you would like to be on either as a chair or a co chair. I will start this process and look for a new chair and a co chair for membership. I want to thank you all for understanding. Have a great sugar season. Please do your homework, because the teacher will be watching. See you in May. And thank you very very much for the board meeting today. But remember, our steering groups need to be rewarded.

19. IMSI - Ray

20. Adjourned at 12.14 by Clancey Lavender.



#### Action Items:

1. Note on the budget to explain how any planned deficits will be handled.
2. BPM updates/rework to be discussed and direction decided.
3. More follow up needed by QA and M&P on the OMSPA jug issue. May not be possible until after Strat. Plan done.

## ED's Report for OMSPA Board Meeting Feb. 7th, 2022

- Working Groups, in and out of most of them. Most involved in:
  - Data, and Engagement at the moment
  - Adding Product Differentiation and OMSPA Sustainability and Finances
- Membership at 403 renewed for at least the current year.
  - This was as of Jan. 31st
  - Early bird draw complete, working on 15% discount card w. Peavey Mart
    - Our contact was fired and they have been scrambling to catch up
    - They will honour our gift cert and discount
  - Online form working well
- Grants:
  - Applied on December 29th for the GrassRoots Growth Initiative working w. Leann and Amy
    - 10K/10K on marketing
    - Will use to boost social media promotion through out the year and work on retail point of sale materials, paper bags, and an email newsletter.
    - We may not hear before the season about this so have planned time lines to allow for this.
  - Sector Development/Strategic Plan
    - Manage the reporting for this grant
    - First report submitted on Jan. 14th
  - CAP Grant
    - Final report submitted in late December. Will follow up.
    - Waiting for final cheque.
- HST
  - First submission done on while collecting HST on memberships
- Transitioned our bookkeeping to Quickbooks Online.
  - Still sorting out some differences
- Reorganizing OMSPA files from old computer setup as I use them
  - Copy of files in the cloud (google drive)
  - Copy of files on external hard drive.
- 2022 Budget
  - Second draft produced with finance group in December
  - See attached.
  - Needs discussion and approval at today's meeting.

## Foodland ON Meeting - January 24th, 2022 - 10 AM

IPSOS Market Segmentation Study: See slide deck

Notes:

Segment 2:

- Price and traditional values more important than Segment 1
- Slightly older, tend to be rural. Highest retired

Segment 3:

- Urban, health conscious, organic
- Want to avoid large industrial producers
- Active, avoid pesticides, feel that affects health
- Like to try different foods from all over the world

Segment 4:

- Prefer to buy local but only if it's the same price and quality or cheaper than imports
- Looking for value, will pay for perceived value.
- Demographics aren't as important, more of a mindset

Segment 5:

- Freshness, safety and price. Organic is important and familiarity with the grower
- Convenience important, eat out and takeout. More preserved, frozen, canned food.
- Time is money, online info gathering and ordering.
- Slight skew male
- GTA, 905

Segment 6:

- Buy what they need, price is important.
- Jaded, tired of pandemic
- Male, middle aged, outside of GTA

Grass Roots Growth Initiative Explanation

Can't duplicate Foodland ON but could compliment and Foodland brand can be used

Multi year funding will be considered.

Stacking: can be done with federal funding to a max of 100%

Round table:

Sheep just completed a 5 year strategy

- Will be making their new website multi lingual based on the realization their customer base is very multilingual. Will start with French.
- Beans looking for 5 to 6 recipes featuring beans and your commodity group for a recipe book.
- Horizon's that did large scale advertising campaigns seems to be out of business
  - Condo Nest offered as an option but not everyone sold on it
  - Canada Food and Drink offered as a good option by Sheep with lots of high traffic bill boards

## “OMSPA Maple Chat” Group Proposal

- Facebook Group (General)
  - Private, must ask to join
  - Admins - John & Steve
  - Moderators -
    - Marc & Diane Curle
    - Jim Peterson
    - John Henderson
  - Open to all to join.
- General Rules
  - Tone:
    - Be kind and courteous
    - No hate speech or bullying
    - No promotions or spam
  - No buy, sell looking to buy, and promotion of any type
  - Questions and comments on:
    - Sugar house equipment and techniques
    - Sap collection systems
    - Bush management/forestry
    - Confections
    - Regulations
    - Sales/packaging issues
  - Season updates on conditions, flow, etc.
  - Post approval and removal as needed.
- Membership questions (3 only)
  - OMSPA member or not?
  - Producer?
  - State rules and ask them to agree to them.
- Make promotional posts on certain OMSPA events (open to non-members)

### Questions:

- Open to all or just OMSPA members?
- Consider an OMSPA only buy and sell
- Consider an OMSPA only group for communication with members like the e-letter.

### Notes:

#### Moderator can:

- approve or deny membership requests and posts.
- Remove posts and comments
- Remove and block people from posting
- Pin or unpin posts
- Must be invited by an admin to become moderator

Tag by topic.

<https://www.facebook.com/community/establishing-membership-and-rules/>  
[Face Book Group Management](#)

# **Research and Technology Transfer Committee (RTTC) Report**

December 2, 2021 Phil Thomas

## **Buddy Sap Research:**

Progress on the aptamer verification is on track. Dr. DeRosa at Carleton is looking for a modest number of samples from the upcoming season. We'll work the details over the coming weeks.

On the funding front we are still facing a deficit but there is some good news. The contribution from members, locals, and the OMSPA provincial reserves are promised to be leveraged 2:1 with Mitacs funding so we have about \$45k total funding out of a project need of \$80k. The funding search continues to cover the full project cost including but not limited to re-applying for the North American Maple Syrup Council grant in 2022.

## **Damaged Tubing Project:**

Many of our membership will be in the bush prepping for the season either now or very soon. It's an ideal time to gather damaged tubing and sending them to Bob Gray for characterization. Please pass on this request to your local. As mentioned previously, some cost reimbursement is available to members for shipping costs.

## **Forest de-acidification:**

We continue to work with the friends of the Muskoka Watershed Council on wood ash application to sugarbush plots. Several tonnes of wood ash have been collected for distribution. As well, we are looking at the application of dolomite limestone to sugarbush plots.

## **NAMSC Feb 2022 Board**

Despite these challenging times, NAMSC initiatives are continuing to engage and inspire the membership.

Winton Pitcoff has taken over the position of Executive Director of NAMSC and is settling in well into this position.

There was a quarterly Delegate Meeting held January 26 via Zoom. This was the best attended meeting in my recollection. Membership updates were presented, including the struggles all Associations are facing during these times and how each is dealing with them. Winton made a presentation addressing this topic at a Vermont board meeting and this was received well.

NAMSC is reviewing its Alliance Partnership as this is its largest revenue stream for the research fund.

The Producers' Manual is expected before the next convention in October.

There was an excellent Webinar on the history of tubing presented by Matthew Thomas. For those who missed it, John has attached a link with the e-news so you can watch it.

Conference planning for La Crosse, Wisconsin in October is going smoothly. The next Grading School session will be held at the end of the conference and there is a commitment from the Grading School that a school will be held in conjunction with the International Conference going forward.

The new President Howard Boyden is very engaged and professional which is encouraging. The next Delegate meeting is scheduled for May in Croghan as an in-person meeting in conjunction with the Hall of Fall inductions. This year's event will feature inductees from multiple years.

Brian

#### **OMSPA Marketing and Promotions Report**

John, Amy, and Leann worked on an application to Grassroots Growth Initiative. The purpose of the application is to promote local foods to drive consumer demand. It is a 50/50 split. The request was for \$10,000 with the bulk of the matching funds coming from the M&P committee budget. The application included:

- Create and distribute digital materials for consumers education and marketing.
- Development of consumer newsletter, market research.
- Retail promotion program
- Education for maple syrup producers
- Promotion and marketing of two agri-food events.

The timeline for delivery of the project is April 2021 to March 2021. We extended the period into next fiscal year from feedback we received from the grantor. It is unknown how long the review process will take given current lockdowns and the impending election.

During the meeting with Foodland, they shared that they conduct audits of commodity groups in the grocery store. We received a copy of the 2014 Maple Syrup Retail Grocery audit. This is the last scan they did for maple. Foodland can support OMSPA by conducting another scan. We can also work with them to provide input on data to collect. There would be no cost for this audit. However, they fit the review into their schedule work cycle.

Maple Weekend

- The Events Working Group has met twice recently to discuss the 2022 event. The consensus is to proceed with planning the event. We will ultimately decide if the event will go ahead based on current public health situation on **Feb 21<sup>st</sup> (similar timing to last year)**

- Event has been announced on social media and registered on provincial event listings
- 2022 dates are April 2 & 3, 10am-4pm
  - Algonquin local requested that we expand it to two weekends and allow members flexibility on which weekend/days they wanted to participate.
    - Feedback from the group brought up concerns with expanding the event during the pandemic.
    - Most were in favour of considering the change but felt it was too much for 2022.
    - The group voted to proceed with first week in April for 2022
- Locals are working at recruiting participants. Current count ~35
- Reps are working on collecting profiles
- Working on transitioning the website to Ontariomaple.com
- MW Guide and COVID resources developed in previous years will be recirculated to participants

The Elmira, Elmvale, and Powassan Maple Syrup Festivals have been cancelled for 2022. The Perth Festival of the Maples is planning on proceeding – will advise by April 1<sup>st</sup>. Would appreciate feedback from other areas of the province if they are aware of the status of maple events in their area.

Royal Winter Fair, International Plowing Match, and Breakfast from the Farm are all planning on in person events this year. Lanark & District has been advised that the IPM is in their local this year. The Maple Syrup Maker's Alphabet Book was submitted to Scholastic for consideration. Responses are received within 60 days. We should know by early March if we are successful.

A verbal report on social media will be provided at the meeting.

#### Fall in Love with Maple

- Budget request submitted for this event
- Planning for 2022 has not begun yet

Prepared by  
Leann Thompson  
Chair, Marketing & Promotions Committee  
January 1, 2022

Communications: Web - Jules Rochon

The two client public facing web sites will be consolidated at the end of February 2022. This should facilitate maintenance and updating of both sites.

.An attempt to translate both sites will also occur at the end of February 2022. Stay put as we hope to have fully public facing bilingual sites. This does not include the producer's site [omspa.ca](http://omspa.ca).

We will be looking for assistance to review some of the translation text. We will be looking for volunteers...please come forward to assist us in reviewing the final results.

Omspa.ca

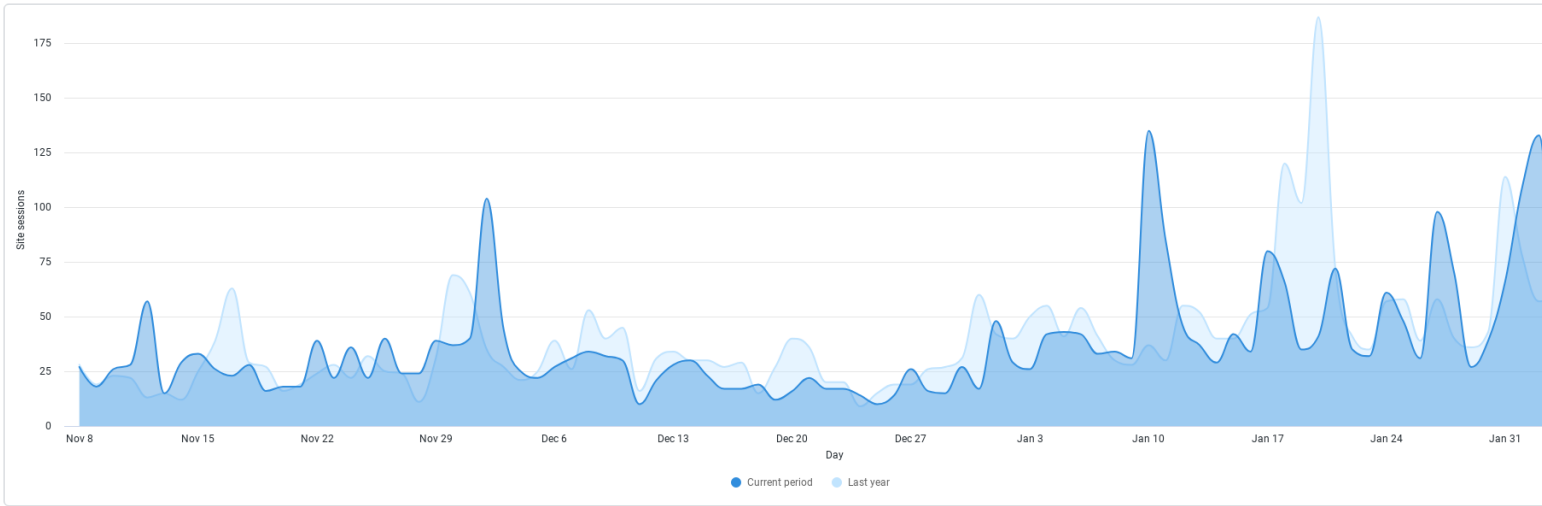
.Please check the summer tour page. It should contain the information for the Quinte's tour.

.We will be looking soon for updates on the local web pages. I will be sending emails for updates with the basic page locals.

.I will also set meeting one on one meeting with the following locals to see if they can refresh their full implementation page. (Simcoe, Algoma and Algonquin)

### Traffic over Time (comp line)

date is in the last 90 days comparison\_period is lastYear date\_granularity is day choose\_measure is sessions

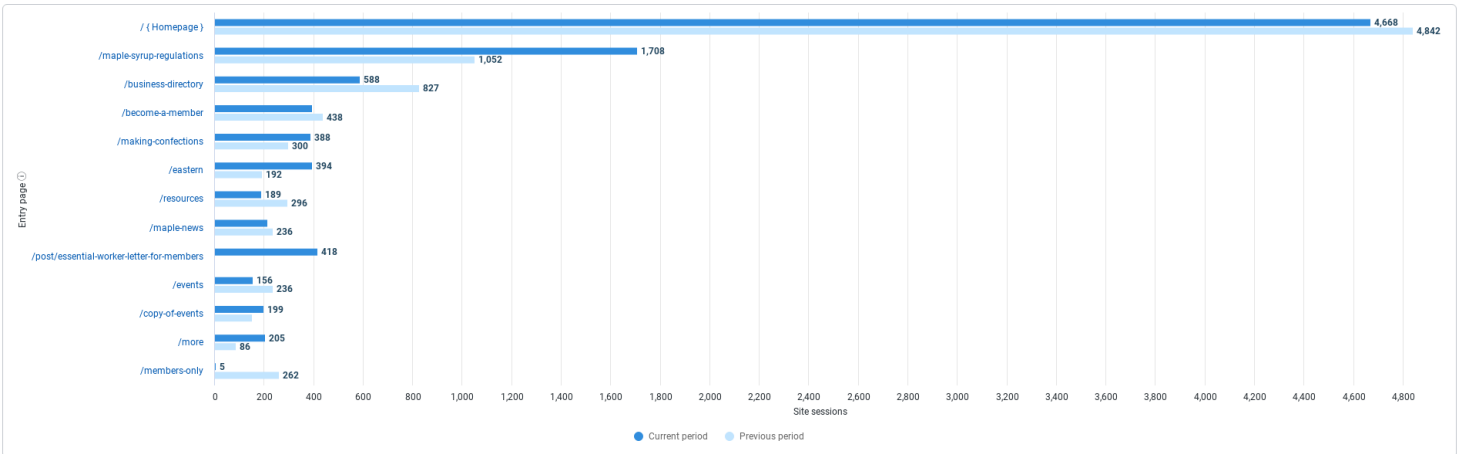


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### Last 90 days- similar to last year

### Traffic by First Page Viewed (comp bar)

date is previous year comparison\_period is previousPeriod top\_n\_pages is 13 choose\_measure is sessions

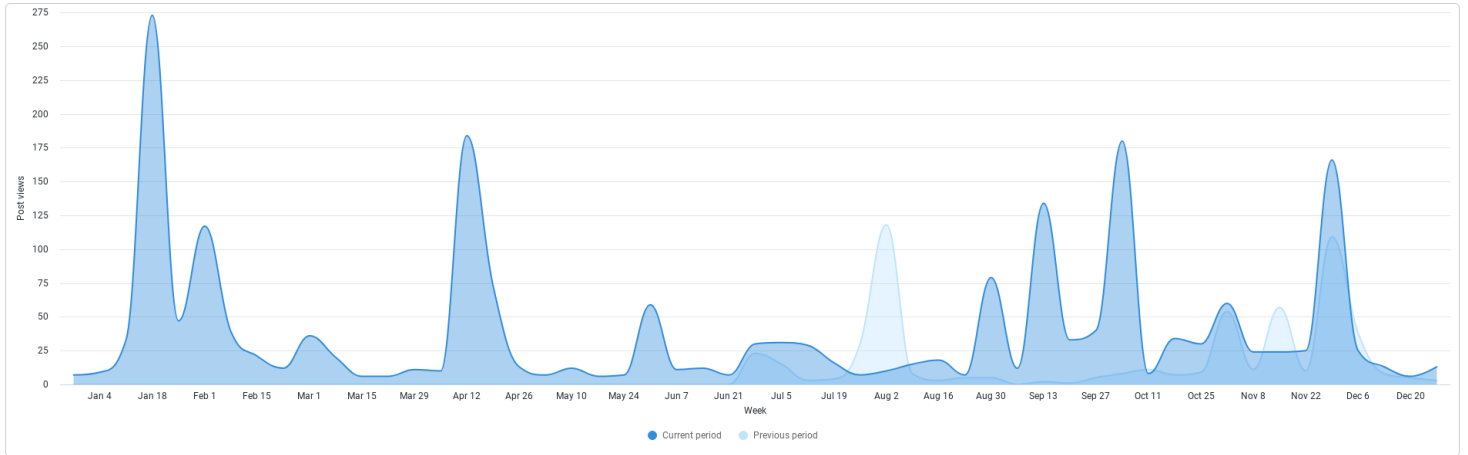


Generated by Looker on February 5, 2022 at 4:20 PM UTC

### Similar traffic. Shows which pages are popular

### Blog Posts Over Time (comparison, line chart)

date is previous year comparison\_period is previousPeriod date\_granularity is week choose\_measure is ViewsCount



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Blog activity up. Probably as a result of directing people from the e-letter.