



**Motion (2022-05-02)**

**Moved to accept minutes as presented.**

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

3. Locals Updates:

- a. Algoma
  - i. Kyle stated they had their best ever season. Still producing till the end of last week.
  - ii. Disaster relief funding is coming available to help with the last windstorm
- b. Algonquin
  - i. Michael stated most producers he has spoken to have had a great year.
  - ii. Muskoka Maple Festival held last weekend
- c. Eastern
  - i. Great season. Some bulk selling as high as \$3.50/lb. Early in the season (April 1)
  - ii. Will work on workshops for the fall.
  - iii. Jules said, don't sell your syrup cheap. Says that many Quebec producers are holding their syrup back for better pricing.
- d. Grey-Bruce
  - i. No one on the call.
- e. Haliburton-Kawartha
  - i. Great season, heard one report of 2 L per tap near Peterborough
  - ii. Prices have come up. Many report 1 L at \$25 for retail.
  - iii. Had hoped to hold their AGM April 26th but have now moved it to May 24th.
- f. Lanark & District
  - i. Leann stated good season with one producer reporting 3 L per tap
  - ii. Hybrid meeting for the board went well
  - iii. Maple Weekend went well with 8 participants
  - iv. Festival of the Maples in Perth and the Delta Festival returned this year.
    - 1. Large crowds at Perth, 25 to 30 K attended.
    - 2. Good weather at both.
    - 3. Thanks to Steve Needham for helping with judging at the Festival of the Maples.
- g. Quinte & District
  - i. Good crop, up to 2 L per tap. Good syrup but some issues filtering syrup and sap. Steve reported changing a 10" press three times to filter a barrel.
- h. Simcoe & District

- i. Jack stated a good to excellent year with more light syrup. Said it was a later start. Simcoe is looking forward to getting the grading workshop sometime this year.
    - ii. AGM held by Zoom. Everyone is anxious to meet in person.
    - iii. John added there was good participation for Maple Weekend with 12 producers. Good to excellent turnout by customers
  - i. Southwestern
    - i. Virtual AGM was held but was poorly attended. Great Presentation by Randal. Great discussion with Frank after the meeting.
    - ii. Actively trying to recruit younger members
    - iii. Good to mediocre season ending in late March
  - j. Waterloo-Wellington
    - i. Phil, season well above average to record.
    - ii. Auction in Elmira had good prices in the high \$2/lb region.
    - iii. Beginners manual produced and well received by the dealers and their customers. 900 copies went out.
    - iv. Frank asked if a copy of the manual could go to John.
    - v. David had trouble with his mic.
    - vi. David, the best price at auction was very dark for \$3. Lots of under density syrup but it still sold over \$2.50/lb.
  - k. Ottawa Valley
    - i. Ray stated he doesn't have much to report. Trying to find a new treasurer.
    - ii. There needs to be dialog on the Locals structure in the future and need to contact those who haven't renewed.
    - iii. Production didn't start until late March.
    - iv. Vacuum bushes ran well, but gravity and buckets not so well.
    - v. Maple Weekend was a big success.
    - vi. Was just at a festival that was extremely busy. People want to get out.
- 4. President's Report - Frank Heerkens
  - a. We have a lot of work to do. We have 10 months to work hard on the strategic plan process before the next season.
  - b. Received a lot of calls about problems with the jug program.
    - i. If we don't fix this we will have revenue problems. Used to get \$20 K per year. Frank predicted \$10 K this year.
    - ii. Need to form a small committee to work on this so the problems will be fixed before next spring. Please contact John if you are interested before the end of the month.
    - iii. Ray said he is willing to help by providing background and contacts.

- iv. Jules mentioned a new Quebec company that is working on cans. He will provide the contact info.
  - v. Brian stated that this is a broad, supply chain issue. We can't go at the supplying companies too hard. We need to keep working with these people. This is happening in the states with companies like Sugar Hill. Many associations haven't been able to get their jugs. We are small potatoes for many of these companies.
  - vi. Randal suggested that this is an opportunity for other options. Let's look at revenue sources around containers, not just plastic jugs.
  - vii. Frank agreed that we need to look at all the options of revenue from containers.
  - viii. Frank will put together a meeting in June.
  - ix. Brian stated that glass will be an issue too as lots of it has been coming from the Ukraine. Many containers that have smaller runs are falling off the market. For example our OMSPA can. The runs on these are just too small to keep the companies interested.
  - c. Frank reminded members to watch the webinars presented by the different WGs. They are on Thursday nights at 7:30. Links to recorded webinars are omspa.ca and our YouTube channel.
  - d. We plan to hold a hybrid meeting at the Summer Tour and then do the same for the October meeting. Planning to hold that in Algoma to try and move the board meetings around.
5. Executive Director's Report - see attached report
- a. Financial Report
    - i. In a typical cash position for this time of year.
    - ii. Report includes cash coming back in from Sector Development grant
    - iii. Next priority is the 2021 financials
  - b. Grants
    - i. CAP Covid grant wrapped up.
    - ii. Outstanding \$ for the Sector Development due any day.
    - iii. Thanks from Leann to John and Amy for all the work administering the grants.
  - c. Store
    - i. Steady sales through the season
    - ii. More than half of the alphabet books sold.
    - iii. French and English Recipe books have been reprinted in the last few months.
    - iv. John will work on a reorder for t-shirts and polo shirts.
    - v. Two attempts (John and Leann) to get the alphabet and activity book listed with Scholastic who sells into Ontario schools. No luck yet.

- vi. Jules mentioned how well our books sell and we should really be encouraging our members to have them for sale at events and festivals. A great way to promote maple.
- d. Foodland meeting - see report
  - i. Discussion on email mailing list of customers and how we build that.
    1. Social media, contests, etc.
- e. Production Survey
  - i. Work to begin on that this month for inclusion in the next Mainline.
  - ii. Will incorporate ideas from the Data WG.
- f. Hybrid meetings
  - i. Planning on these for board meetings going forward. Need to have good internet access to do this.
- g. Admin Contract proposal- see report
  - i. Ray provided background
    1. Moving to an E.D. has been a goal going back about 10 years to take work load off the board.
    2. We now need to support the E.D. and remove some of the transactional work.
  - ii. Steve Needham asked if this would be permanent.
    1. Is it just to get over the hump with the Strategic Plan?
    2. Ray and Randal replied that if we can find the funds, this would be permanent as we need more resources to bring OMSPA to the next level.
    3. The plan from the Strategic Plan will need to be implemented, that will require more help.
    4. Ray stated that we are the #5 maple jurisdiction in the world as far as membership and activity goes in a study by the IMSI.
    5. Randal stated that  $\frac{2}{3}$  of our budget income comes outside of the membership budget and we need to develop the resources to handle that portion.
    6. Brian stated his concern that we are adding costs in a year where our budget is overspent. He also felt this should have gone to the executive committee before coming to the board. Also stated that his concerns and desire to look for efficiencies are not a reflection of John's competency in the job.
    7. Randal stressed that this does not affect the current budget as the funds have been donated.
    8. Brian stressed it still needs to come to the board as significant funds are involved, even though they are donated.

9. Bill Hubbert commented that it was presented at the AGM 3 or 4 years ago that the ED would not replace the President as the face and head of the organization.
10. Frank stated that the ED would serve as the face in many instances going forward and the objective is to have the ED take over much of the day to day workload of the association. However, the President and the Board will always run the organization.
11. Brian stated that the ED will always take direction from the Board and the President and that is what was stated at the AGM when the ED's position was introduced.
12. Frank reiterated this to reassure everyone.
13. Kyle Gilbertson asked who would select the contractor and John answered that there would be a committee put together for this.

**Motion (2022-05-03)**

**Moved that the OMSPA Administrative Contractor position be approved in accordance with the proposal submitted to the board. Provided the funding is available from a private source and that it is done through a competitive process.**

**Moved: Jack McFadden Second: Jules Rochon passed**

6. Break, reconvene at 10:50 am (1:32 on recording)
7. Communications
  - a. Internal - Ray
    - i. Plans to talk about the Mainline rework over the summer
    - ii. Ceremonial tree plant at the summer tour is being planned
  - b. Digital - Jules : See report below
    - i. Quiet during the syrup season
    - ii. Asking the Locals for updates to the locals web pages
    - iii. Also asking those who have larger pages to update.
  - c. Review of website report
    - i. ED having more time will allow better analysis and improvements to our websites
    - ii. John noted that he will do another report in future to show visits per page as the report shows the entry page which may not be as valuable.
    - iii. Jules pointed out that we are getting good traffic on important topical items like the essential worker letter we posted last year. Also, the locals working on their webpages (Algonquin, Simcoe, Eastern) are showing up in these reports.

- iv. Locals Zoom training was on the agenda last year. Jules wants to proceed with more of this to alleviate the load on John's time helping Locals with this.
- 8. M&P - Leann, see report below.
  - a. Most of the report is focused on the first Maple Weekend in two years.
  - b. With a last minute entry by Southwestern, we had all locals represented
  - c. First Breakfast from the Farm is located in Waterloo-Wellington
  - d. Ray Stated that he had spoken to a rep of the IPM and has understood that we won't have to pay for a booth this year. He will forward this name to Leann and Lanark & District
  - e. Amy has noted that the traffic we have to ontariomple.com is coming largely from Instagram and Facebook social media. That's our best return on dollars in her opinion.
  - f. Leann noted that social media must be kept up regularly or you lose your contact with consumers.
  - g. Jules pointed out that we need to direct resources, including John's time in this increasingly important area.
  - h. Steve asked how Breakfast on the Farm will work this year. John responded that the first event will be like last year with breakfast packages being picked up and that 250 ml jugs will likely be needed, however that later events will be back to the normal sit down events where larger jugs are used on the tables. We likely won't be able to get the custom jugs we got from AMPAK last year as the volume will be too small. John to follow up with Farm and Food Care.
- 9. IMSI - Ray
  - a. AGM is coming up June 9th and 10th near Burlington, Vermont
  - b. IMSI is looking at its fee structure as there is still some unfairness. The implications for OMSPA still aren't clear, but we are the fifth largest jurisdiction.
- 10. North American Maple Syrup Council - Brian - see report below
  - a. A meeting in Grogan NY for delegates and the induction to Maple Hall of Fame.
  - b. Winton Pitcoff is working out well as the ED for NAMSC.
  - c. Crop report will be put in with help from Jenny Liu.
    - i. Ontario has had a good year. More southerly areas have not done as well.
  - d. Brian hopes there will be continued cooperation between the IMSI and NAMSC with attendance at each others AGMs
  - e. Tasting workshop is being planned for October in Eastern.
  - f. David Wagler commented that around 900 copies of the beginner manual went out in the Waterloo-Wellington area. Some of them went to schools too.
  - g. Jules asked if he could have a copy to work on a French version when it is ready.
- 11. RTTC - Phil Thomas - see report below

- a. Dr DeRosa visited Jules Rochon to see how maple production works. This will help with the buddy sap test development.
  - b. Frank asked how much Mitacs will contribute to the buddy sap project. Phil stated it will be around \$30K from them and \$15 from us.
12. Local Incorporation/Director's Insurance - Frank & Randal
- a. Frank and Randal attended an OFA seminar on incorporations
  - b. A real concern in the OFA about the not for profit regulations coming into effect in Ontario in Oct. 2024 and how this will affect governance and insurance issues.
  - c. OFA have looked at their local federations and realized that many of them are not incorporated and may have trouble meeting the new regulations.
    - i. In the case of an unincorporated association, the directors are not protected from liability issues. Director's insurance does not work in this case.
    - ii. This would also apply to all our Locals, furthermore our provincial directors insurance does not cover Local directors.
  - d. Randal also pointed out that our one Local (Algoma) that was incorporated for a while is not currently covered according to the Cooperators. Brian stated that the corporation was dissolved about 5 years ago and the Cooperators were notified. Brian will check into it.
  - e. We will need to make sure that our locals are in compliance with the new regulations. This will mean work on their governance (constitutions) and structure. Frank stated we need to consider these issues during our strategic planning process.
  - f. Jack noted that the OWA is also working on these issues and we should touch base with them.
13. Membership - Frank
- a. 543 people now renewed. John will be sending out new updates to the locals list by the end of the week. He asked the locals to get out and chase down those who haven't renewed.
  - b. Presented the Corporate Sponsorship draft, see below
  - c. This will go to the membership committee for further work and come back to the board.
  - d. Frank has spoken to our largest, current supporters and has received positive reactions.
14. Facebook Group - John, Steve Needham
- a. Steve wants to reconsider. The help he has lined up has backed away.
  - b. John stated that the setup of the group doesn't take much time, the real issue is having some maple knowledgeable people moderate.
  - c. Frank commented that in the maple FB groups there seems to be confusion between OMSPA and OMAFRA.



- d. Randal commented that we may need to change our acronym or name to reduce confusion.
  - e. We need to look at this idea again.
15. Summer Tour - Steve Needham
- a. Good progress has been made. Registration form is done, tour stops are picked.
  - b. Buses are rented.
  - c. Steve asked about when the info. on stops should be revealed.
  - d. Looking at doing a panel of producers after the banquet instead of entertainment.
  - e. Randal would like to do an update on the Sector Development and the Strategic Plan but not after the banquet. Frank suggested during the AGM.
  - f. Randal asked when the deadline for the Tour Book is. Mark Youmans wasn't sure. Lanark would like to get their ad in for next year. The OMSPA related pages will also have to be submitted: committee reports, AGM agenda, financials, etc.
  - g. John stated the sooner there is information on speakers, etc. the better. This will get people interested. Steve promised to get some information on this to John.
  - h. Awards: Lifetime Achievement Awards: George and Alice Potter and Marc and Diane Curle.
  - i. Frank will work on the President's awards.

**Motion (2022-05-04)**

**Moved that Lifetime Achievement Awards be given at this Summer Tour to :  
George & Alice Potter and Marc & Diane Curle.**

**Moved: Brian Bainborough Second: Jack McFadden passed**

16. Governance, Frank, Randal
- a. Constitutional changes and Frank staying for another term.
    - i. Frank said he'd like to stay on one more year to finish up the Strategic planning process. Also wants to consider a change to a three year term as you spend the first year learning the ropes of the President position..
    - ii. Discussion on whether any changes to the constitution will be presented at the AGM this summer. Any proposed changes must be advertised a maximum of 50 days or a minimum of 15 days before the AGM.
    - iii. Randal stated that if Frank wants to stay for another term, or part of, we don't need to change the current constitution. The current slate of officers would be presented again at the AGM for election. Any challengers could come forward at that time.

- iv. Decision was made to wait on constitutional changes until the current strategic process is further along.
- b. Engaging Members Survey - Bob Snider
  - i. 204 respondents to the survey, 32%, this is an excellent response rate.
  - ii. Why people belong, what benefits do people get, etc.
  - iii. Every local submitted surveys
  - iv. Bob asked if the report from the surveys should go to the executive and the board first.
    - 1. Randal stated that we will do a webinar of it just like the other groups on Thursday nights.
- c. Sector Development update - Randal
  - i. Presentations have been done on Climate Change and the Applied Research and Training WGs.
  - ii. OMAFRA reps (Holly and Jenny) were on both of these and were very receptive to the presentations.
  - iii. 10 Working Groups are wrapping up. Financial Sustainability and Effectiveness of OMSPA will be the last .
  - iv. Cost of Production WG presentation will go this Thursday
  - v. Phase 2 is now underway. Three meetings will look at future scenarios with feedback from members.
    - 1. Eastern half at Algonquin College in Perth - June 1st
    - 2. Virtual meeting June 3rd
    - 3. OMAFRA in Guelph - June 15th.
- d. Joining the OFA as a member commodity group
  - i. Randal has had discussions with the OFA ED about our joining.
  - ii. We would be assigned an OFA board member to liaise.
  - iii. A letter needs to be sent to their board as to why we would like to join.
  - iv. Approval is needed by their board. Cost is \$500
  - v. Randal feels this would be very beneficial. We would have access to many different resources and we would be more on their radar. For example their homegrown program does not currently mention that maple is produced locally.
  - vi. Randal recommends that we ask for Jen Dolmans to serve as our OFA board representative.
  - vii. John stated we do not have funds allocated and Randal recommended it come out of the Governance budget as he doesn't expect need all of the 2022 allocation

**Motion (2022-05-05)**

**Moved that OMSPA become a commodity organization member of the OFA**

**Moved: Randal Goodfellow Second: Phil Thomas      passed**

- e. Discussion on who will attend the Summer Tour board meeting and whether the AGM should be a hybrid meeting. Randal pointed out that only those present can vote. It was decided to attempt streaming the AGM so people can watch but not interact with the meeting.

17. Adjourned by Jules Rochon at 12:37 pm

Followed by some further discussion about the fall board meeting in Algoma. Frank asked Kyle to find a good location with strong internet access. He'd like to invite members of the Algoma local to attend and observe the meeting.

**Action Items:**

1. Shirt order for the store, John
2. Sign up for Foodland Logo use for all members - John
3. Syrup for Breakfast from the Farm? - John
4. Insurance for Algoma. Brian, John
5. Corporate/business sponsorship proposal to membership and back to the board - Frank
6. John will get the board/AGM items ready that need to go in the Summer Tour Booklet.
7. Letter sent to OFA to request commodity membership; John & Randal
8. Packaging (jug) committee to be struck with meeting in June to examine options - Frank
9. Prep. for hybrid board meetings and streaming the AGM - John
10. 2021 Financials wrapped up. John, Brian, Ray
11. Production Survey - John

# Executive Directors Report - May 2, 2022 Board Meeting

## OMSPA 2022 Financial Reporting April 28

	Budget 2022	April 28, 2022	Report Notes	Budget Notes
<b>Income</b>				
Membership	\$58,000	\$52,955		
Donations/membership benefit programs	\$2,000	\$1,470	\$1200 for Buddy sap research only in 2022	
OMSPA Publications Income	\$9,000	\$1,627		Includes website payments
Subscriptions	\$11,000	\$8,298		
Jug program	\$18,000	\$0		ODL, D&G, Ampak
Summer Tour	\$4,000	\$0		
Store Contribution	\$16,000	\$4,508		
Grant Projects - OMAFRA	\$93,000	\$43,613	Inc. CAP \$8613 from 2021	Sector Dev. Plus other grassroots
Farm & Food care-Breakfast from the farm	\$0	\$0		\$4K per event ?
<b>Total</b>	<b>\$211,000.00</b>	<b>\$112,471.10</b>		
<b>Expenses</b>				
Office (inc. all postage and non store ship, Internet)	\$4,000	\$1,297		
Insurance	\$3,500	\$3,485		
Admin. Support	\$33,500	\$9,438	Includes membership contract	
Bank Fees	\$2,400	\$1,326		higher credit card fees this year, more online member
Assurance Reporting	\$2,500	\$0		
OMSPA Publications (Mainline, Prod. Survey)	\$9,000	\$1,696		Inc. prod. Survey printing and fees
Transfers to Locals	\$11,600	\$0		
Subscriptions	\$11,000	\$5,655		Maple Digest and Maple News
OMAFRA Grants	\$93,000	\$36,562	\$35K sector dev. balance - half of GR marketing travel exp moved to governance	
IMSI - membership, travel	\$6,000	\$3,355		\$3400 membership, \$2600 travel- Burlington, Crogan,
NAMSC - membership,travel	\$5,000	\$0		\$2400 membership \$2600 travel - Burlington, Crogan,
Other Memberships	\$1,000	\$150		AAC \$150, OACC \$500, Vol. Can. \$150
Storage	\$1,300	\$300		Storage to \$110/month in April
Telephone Inc. Zoom, Website hosting and maint.	\$1,300	\$197		see breakout
Admin travel	\$500	\$30		
Summer Tour	\$2,000	\$0		Admin travel + Summer tour speakers
Contributions to Research Fund	\$2,000	\$0		20% of Jug money
<b>Total Base expenses</b>	<b>\$189,600</b>	<b>\$63,491</b>		
<b>Committees</b>				
<b>Executive</b>				
Info. Day Travel	\$0			
Other Travel	\$0			
Canadian Round Table contribution				
RAIN Project donation				
	\$0	\$0		
<b>Research and Tech. (see above for Jug contribution)</b>				
defecting buddy sap #1	\$4,000			\$4.5K to Carleton, \$500 for sample collection
Tubing Damage project #2	\$500			
Climate Change #3	\$500			
Fertilizer/Lime application Hubbert/Mathews #4	\$100			
Samples to Research Programs#5	\$100			
	\$5,200	\$0		
<b>Quality Assurance</b>				
Tasting Workshops	\$1,500			
Summer Tour speakers				
BP manual update		\$1,877		
	\$1,500	\$1,877		

<b>Marketing and Promo.</b>			
Social media management (12 months @ \$300)	\$3,600	\$1,562	\$1562 from Grassroots marketing
Consumer Newsletter ( 5 mon. @ \$250)	\$0		
Foodland ON	\$250		
external shows (Inc. Farm&Food Care membership)	\$1,650	\$350	
Maple Weekend/FILM Social/promo (\$1850 each)	\$2,700		
	\$8,200	\$1,912	
<b>Membership</b>			
Honourary Certificate			
Ontario Hall of Fame			
membership brochure/promo pamphlet			
Membership Management System	\$3,000.00		
	\$3,000.00	\$0.00	
<b>Communications</b>			
<u>Website consolidation MW with ontariomaple.com</u>	\$1,000.00	Bill pending	
French language updates ontariomaple.com	\$500.00		

paid by external funding in 2020 & 2021

Expenses for ED to attend meetings  
farm and food care \$350, Royal sponsorship\$300+\$50  
\$850 coord. \$1K promo, less \$500 each

lane signs  
\$1.5K fee, \$1.5K setup

basics included in base expenses  
Plugin for auto trans. plus manual updates

### OMSPA 2022 Financial Reporting April 28

	Budget 2022	April 28, 2022	Report Notes	Budget Notes
Revision/Redesign of Mainline	\$500.00			
Local Web page development and maintenance	\$250.00			
	\$2,250.00	\$0.00		
<b>Governance and Strategic Planning</b>				
Governance Policy Manual				
Strategic Plan review				
Sector Development Strategy/Section 12 exploration	\$5,000			
	\$5,000	\$0		all to be spent by year end
<b>Total Committee Expenses</b>	<b>\$25,150.00</b>	<b>\$3,788.80</b>		
<b>Total Base Expenses</b>	<b>\$189,600.00</b>	<b>\$63,490.50</b>		
Store expenses	\$13,600.00	\$2,497.00		
<b>Total Expenses</b>	<b>\$228,350.00</b>	<b>\$69,776.30</b>		
<b>Total Income</b>	<b>\$211,000.00</b>	<b>\$112,471.10</b>		
<b>Net</b>	<b>-\$17,350.00</b>	<b>\$42,694.80</b>		Deficit to be managed with assessment in July and October
<b>Bank balances as of April 28, 2022</b>				
RBC account		\$61,879.00	adjusted for cheques just received and exp included above	
RBC GIC		\$50,000.00		
Paypal		\$842.00		
<b>Cash on hand Total</b>		<b>\$112,721.00</b>		

### Financial

- The Royal Bank Account and Paypal Accounts have been reconciled to the middle of April.
- See the OMSPA 2022 Financial Reporting to April 28th for details including cash position
- We are in a typical position for this time of year.
- With the maple season over a large priority will be wrapping up the Financials for 2021

### Grants

- CAP COVID program wrapped up late in 2021 with the final payment made earlier this year.
- Grass Roots Sector Development is well underway with three progress reports submitted. The first phase is nearing completion. We have paid out \$35K and now have \$15K in hand with the \$20K on its way.

- Grass Roots Marketing (\$20K total, 50% share) TPA is in place. First report due mid May. This will augment our \$10K M&P budget with extra funds to allow more general promotion and funds for promo of Maple Weekend and Fall in Love with Maple.
- Agreement signed with Mitacs for the Buddy Sap Project. Our funds (donations and budgeted funds) will be doubled by Mitacs creating approximately \$45K in funding.
- Actively looking for more grants.

#### Store

- Steady sales during the season. All our main publications (recipe, Alphabet and Activity books) all remain popular.
- Just received a reprint of the English and French recipe books.

#### Foodland Ontario Meeting - April 25th, 2022

1. Foodland update - see slide deck
  - a. Working to convert more “on the fence” consumers to local
  - b. Created an ad campaign for winter season
    - i. People need to know our food is available all year.
  - c. Possibility now of applying for all our members to use the Foodland Logo as part of their membership.
2. Round table updates:
  - a. Recipe calendars are popular: Dairy and Foodland ON
  - b. Dairy has been building an email list for direct communication with consumers
    - i. Up to over 300K, OMSPA just starting in this direction
  - c. Restaurants Canada Show is happening again this year. Many commodities participate.
  - d. Many still working remotely, or just starting to move to hybrid. Still some uncertainty around COVID, Avian Influenza, and supply chains affect most.
  - e. Beans have been running a promotion featuring recipes by chefs.
    - i. Found the most popular were simple recipes using easy to find ingredients.

#### OMSPA Survey

- Looking at some changes and additions to line up with the Data Working Group’s findings.
- Will look to have help from the members of the Data Working Group
- It will be in the next Mainline (beginning of June) and available online in late May.

## OMSPA Administrative Contractor - Draft!

As many of you are aware, the workload for many associations and commodity groups has been rising over the last 10 year. Governments have reduced their support resources in the field at the same time that the volunteer base has been aging and shrinking. There is also a higher expectation and need for professional leadership and administration in groups to take some of the load of volunteer boards and executives.

This is why OMSPA hired an Executive Director three years ago. At that time John Williams mainly took over the work that previous administrative staff had performed, but the expectation was that with time and resources he would be able to move more into a leadership role and support the high demands on board and Executive.

As an interim step, John's wife Suzanne was hired to do much of the work on new memberships and renewals in the December to March period. The workload in other administrative areas (bookkeeping, and correspondence) remains high.

Here's the situation in the last year:

Task	John (hrs)	Suzanne (hrs)	Total (hrs)
Bookkeeping	135		135
Correspondence	358		358
Membership	71	100	171
Annual Total			664
Hrs per week			13.28

Note: Correspondence is answering email and phone calls, plus small amounts of all tasks that are too short to record on their own. So, it would include some bookkeeping and membership.

While it is impossible to shift all these hours to an administrator, many of them could be, plus hours spent on items like board minutes and website updates.

Proposal - Starting week of Jun 6, 2022

(2 weeks off over the summer and a week at Christmas)

	Hours/week	Weeks in 2022	wage	Total
Wages	10	26	\$20/hr*	\$5,200
Equipment &			\$2/hr	\$520

other costs				
Total			\$22/hr.	\$5,720

The administrator would be required to work from home as a contractor and provide their own computer, internet, phone, etc. This 500 hours annually would greatly reduce that admin. load on our Executive Director and allow more focus on a leadership role, rather than an administrative role as envisioned when he was hired.

Qualifications:

- Good people skills
- Excellent computer skills
- Bookkeeping experience (Quickbooks)
- Able to basic Website updates and maintenance
- Experience working with a board of directors.
- Some knowledge of maple syrup production would be helpful.

Equipment:

- Two screen computer setup that allows for paperless work
  - Could be laptop with extra monitor
  - With good quality printer/scanner
- High speed internet
- Telephone line
  - Land, Voip or cellular
- Work/Desk space in a quiet environment for answering phone calls and participating in Zoom meetings.

Communications - Web, Jules

Web ...now that we are close to be done with the busy season, lets get to complete some commitments.

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

.We were able to get maple-weekend section translated last minute end of February 2022. Stay put as we hope to complete most of it by June-july. This does not include the producer's site [omspa.ca](http://omspa.ca).

Again we will be looking for volunteers to assist with the review and fix of the translation...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.

.The blog section is always very informative of what is happening. Not just talks but action too.



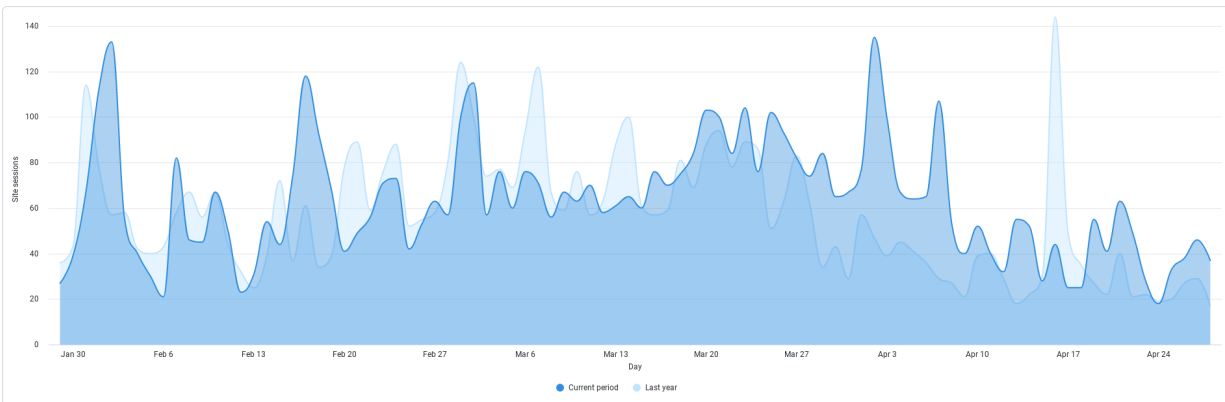
.As mentioned in February biard meeting, we will be looking soon for updates on the local web pages.

. I will be sending emails for updates with the basic page locals. This will need some involvement from the web journalists to update their local exec elected members requested list.

.I will also set one on one meetings with the following locals to see if they can refresh their full implementation page. (Simcoe, Algoma and Algonquin)...the sugar season arrived too quickly for me to start this process in Feb-March.

### Traffic over Time (comp line)

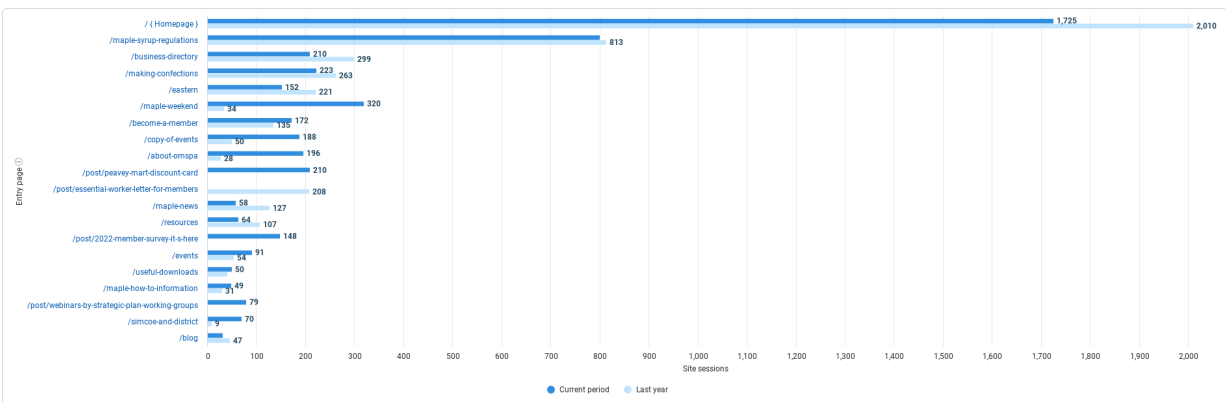
Select a time period is in the last 90 days Compare to is lastYear Group by is day Select a measure is sessions



Generated by Looker on April 29, 2022 at 1:05 AM UTC

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

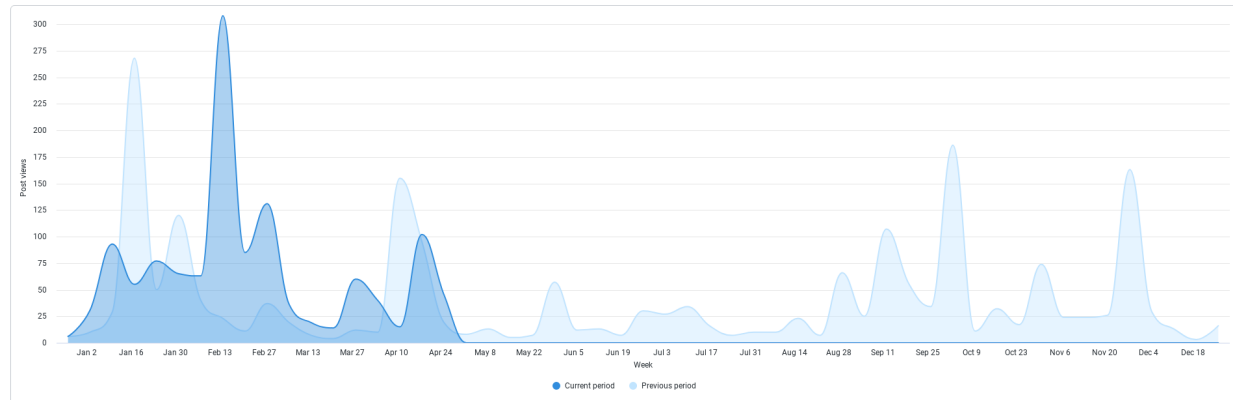
Select a time period is in the last 90 days Compare to is lastYear Top pages is 20 Select a measure is sessions



Generated by Looker on April 29, 2022 at 1:10 AM UTC

Blog Posts Over Time (comparison, line chart)

Select a time period is this year Compare to is previousPeriod Group by is week Select a measure is ViewsCount



Generated by Looker on April 29, 2022 at 1:15 AM UTC

Local (local's president)	Name of Web journalist Default is the local president unless a person is assigned.	Alternate Web journalist	Basic page update May 14 2022 submit deadline	Full page update Ongoing at local	Page status as of April 28 2022.
South Western (Nelson Mclachlan)	Bill Vanderberg billinda@xcelco.on.ca	Nelson Mclachlan <a href="mailto:nelson.mclachlan@isp.ca">nelson.mclachlan@isp.ca</a>	Waiting form	n/a	waiting
GreyBruce&district (Michelle sage)	Michelle sage <a href="mailto:michelle.sage.adi@gmail.com">michelle.sage.adi@gmail.com</a>	Gail Cranston <a href="mailto:icranston@hurontel.on.ca">icranston@hurontel.on.ca</a>	Waiting form	n/a	waiting
WWelington (Kevin Snyder)	Al Murray alandvickiemurray@gmail.com	Kevin Snyder <a href="mailto:aksnyder@snyderheritagefarms.com">aksnyder@snyderheritagefarms.com</a>	Waiting form	n/a	waiting
Simcoe&district (Peter Loriman)	Amy Beers <a href="mailto:amypmoore@gmail.com">amypmoore@gmail.com</a>	Anne Loriman <a href="mailto:lorryman@xplornet.com">lorryman@xplornet.com</a>	n/a	producer spotlight and Local news to come.	Needs quarterly changes.
Algoma&district (Tolbert Stinson)	Tolbert Stinson <a href="mailto:stinsonmaple@hotmail.com">stinsonmaple@hotmail.com</a>	Judy Hughes <a href="mailto:Juno.hughes@gmail.com">Juno.hughes@gmail.com</a>	n/a	producer spotlight and Local news to come.	Needs quarterly changes.
Algonquin&district (Brian O'Donoghue)	Andy Straughan <a href="mailto:sugarstone.maplesyrup@gmail.com">sugarstone.maplesyrup@gmail.com</a>	Brian O'Donoghue Brian@sweetmusko.ca.com	n/a	Prod spotlight to complete	Updated -quarterly changes expected
Haliburton-Kawartha	Bob Snyder	Brian Bartley bbartley2@bell.net	Waiting form after may 24 agm	n/a	waiting

(Brian Bartley)	<a href="mailto:bobsnider1@gmail.com">bobsnider1@gmail.com</a>				
Ott valley & district (Ray Bonenberg)	Ray Bonenberg <a href="mailto:maplesidesugarbus@gmail.com">maplesidesugarbus@gmail.com</a>	None	Waiting form	n/a	waiting
Quinte & district (Terry Linton)	Jermey Yearwood <a href="mailto:pure62local@gmail.com">pure62local@gmail.com</a> (6138488446)	Terry Linton <a href="mailto:terrylinton@hotmail.com">terrylinton@hotmail.com</a>	Waiting form	n/a	waiting
Lanark & district (Randall Goodfellow)	Dave Branson <a href="mailto:d.branson@geosolutions.com">d.branson@geosolutions.com</a>	Leann Thompson <a href="mailto:leann_thompson@hotmail.com">leann_thompson@hotmail.com</a>	Waiting form	n/a	waiting
Eastern (Frank Heerkens)	Jules Rochon <a href="mailto:Jules.rochon@video tron.ca">Jules.rochon@video tron.ca</a>	Teresa Dauphinais <a href="mailto:tdauphin8@gmail.com">tdauphin8@gmail.com</a>	n/a	Updated quarterly – needs may update	All sections updated

## **Marketing and Promotions Report for May 2<sup>nd</sup> OMSPA Board Meeting**

### **Maple Weekend**

In 2022, there were 64 participants for Maple Weekend. All locals had participants. The Events Working Group was happy with the participation in their locals.

Preliminary reports from participants were that it was a success. Many members had visitor numbers exceeding previous years. Sales were higher. The weather was good for the most part. Also, many participants were able to produce syrup during the event which added to the experience.

A digital survey was conducted by OMSPA during the event. Participants were provided with a QR code and asked to promote it to their guests. The feedback collected will be used to help the planning group adapt their promotional activities next year. There were 290 responses received – which we were very happy with given it was the first time attempting this type of survey with our participants and their guests.

The Maple Weekend pages on ontariomaple.com were updated with French language. The tool is in place to translate other pages as we move forward with events like Fall in Love with Maple.

A survey will be circulated to the members to collect their feedback to improve the event next year (and implement any changes for Fall in Love with Maple)

Personally, I researched media coverage for the event before and after it. I was impressed with the coverage received on TV, radio, print, and online. The event was captured in several event “Things To

Do” listings. I saw TV coverage in the eastern, central, and northern part of the province. A lot of great support from tourism organizations too.

A heartfelt thank you to the MW reps, John , Amy & Frank for all their support during the planning on this event. A big thank you to the locals for their work and resources in promoting it.

### **Social Media**

OMSPA is continuing to promote Ontario maple syrup and its producers on Facebook and Instagram. A separate report will be provided.

### **International Plowing Match**

The Lanark and District local has identified a lead for this event. They are working on developing a plan for the booth space. The CHEO Teddy Bear Picnic model is being considered. Cornelia Danis is investigating the cost for securing the booth space. OMSPA has a budget to help cover the cost of this space (50/50 split with the local up to \$500).

### **Submission of Maple Syrup Maker’s Alphabet to Scholastic**

No response – will readdress and focus on submission for 2023

### **Breakfast From the Farm**

Breakfast from the Farm- Paris, ON! June 4, 2022 at Paris Fairgrounds

Tickets are \$20 per vehicle and include:

- “reverse parade” event style with displays of farm equipment, livestock and real Ontario farmers!
- Over \$50 of Made-in-Ontario breakfast ingredients including pancake mix, eggs, maple syrup, milk, butter and more! (contactless pick-up and feeds approximately four people)
- Special invitation to LIVE virtual farm tours of local area farms.

There is funding in the OMSPA budget for these events. In recent years, Food and Farm Care Ontario has requested OMSPA’s support in finding a maple producer. We are still waiting to hear from FFC to see how they plan to proceed with the June 4<sup>th</sup> event.

### **Royal Winter Fair – November 4 to 13**

The Royal Winter Fair recently announced that it is returning in person in November. The M&P Committee will need to plan if OMSPA wants to attend the event with a booth space like it did in 2019. Costs and volunteer availability will be investigated soon.

### **Fall in Love with Maple**

The expectation is that Fall in Love with Maple will return this year. The Events Working Group will start to plan this event soon. The focus will be on growing the number of participants for 2022.

*Prepared and submitted by*  
Leann Thompson  
Chair, M&P

## NAMSC May 2022 Board

NAMSC has been holding regular monthly executive meeting and the next full delegate meeting will be held May 13 in Croghan, New York. This meeting is scheduled as a hybrid meeting, with in-person and Zoom capabilities. The delegate meeting will be from 2-5 pm and the next morning inductions into the International Maple Hall of Fame will take place. Since this is the first in-person ceremony in 3 years there will be 6 inductees (2 per year) present, including Ontario's Ray Bonneberg, who was to be inducted back in 2020.

The Producers' Manual is in final layout and will be available before the convention in October. This manual will be a reference for revisions to Ontario's BPM; planning on that project will start early this fall.

The Education Committee will also use the Producer's Manuals as reference for a Hobbyist's Guideline.

Conference planning for La Crosse, Wisconsin in October is continuing . 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. There is a meeting with the Grading School committee ( University of Maine, University of Vermont, Ontario and IMSI) immediately after this Board meeting.

The new President Howard Boyden continues to be fully engaged and professional which is encouraging and providing leadership to the organization.

The Maple Digest will be publishing its annual crop report in the next issue. Jenny Lue will again provide input from Ontario with our report. From discussions amongst delegates, most northern producing regions have had a better than average year, with Wisconsin and Michigan reporting some record production. However, some southern areas reported poor production.

Brian

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

April 28, 2022

Phil Thomas

### **Buddy Sap Test Strip Research:**

2022 season buddy sap samples from Nick Bereznick and Bob Gray have arrived at Carleton for use in the aptamer project which will help the research progress as planned. The Mitacs application that leverages the contribution from OMSPA at a 2:1 ratio has been approved as evidenced by a first invoice to OMSPA for the industry partner support from Mitacs. This funding gets us more than half way to the \$80k total project budget. We have more work to secure the remaining funding but remain optimistic.

Dr. deRosa is tentatively scheduled to speak at the NAMSC conference in October which can only help chances for a research grant this year.

### **Damaged Tubing Project:**

Better images of damaged tubing samples are posted at <https://www.omspa.ca/tubing-damage> . Have a look and if you have some damage in your bush that is different from the photographs on the website please forward them to Bob Gray.

### **Applied Research and Training (ART) – Working Group**

The phase 1 output of the ART working group was shared with the membership and Holly and Jenny from OMAFRA on a Zoom call on April 28. The session was recorded and will be posted on omspa.ca so please take time to review it. Further feedback is welcome.

### **Sponsorship Packages**

#### **Corporate Package - \$2500/year**

Includes:

- 4 full page ads in the Mainline annually (Currently \$1208.80 total for members)
- Logo placement in Corp. Sponsorship section of Website, E-letter, and Mainline
- Inclusion of up to 5 non-producer staff sales reps. as association members

- They will receive OMSPA email communications including the e-letter
- Mainline 4 times per year
- eligible for OMSPA member benefits

## Business Package - \$1250/year

Includes:

- 4 half page ads in the Mainline annually (Currently \$682 total for members)
- Logo placement in Business Sponsorship section of Website, E-letter, and Mainline
- Includes a single membership either producer or associate
  - eligible for OMSPA member benefits

Benefits to participants:

- Simple bookkeeping, one invoice to pay per year
- memberships part of the package
- covered under OMSPA insurance at OMSPA events
- Logo in front of our members in every newsletter and on website

Include Summer Tour booklet advertising and booth for extra?