

# OMPSA BOARD of DIRECTORS MEETING MINUTES

February 23, 2023

7:00 pm to 9:00 pm - Online Meeting

Attendance:

**Frank Heerkens**

**Jenny Liu**

**Bob Snider**

**Steve Needham**

**Andy Straughan**

**John Williams**

**Ray Bonenberg**

**Leanne Thompson**

Marc & Diane Curle

**Brian Bainborough**

Peter Lorriman

Michael Levitan

Jack McFadden

Anne Zoeller

Marc Youmans

**Kyle Gilbertson**

Bill Vandenberg

**Phil Thomas**

Dave Branson

**Chad Jakeman**

**Jules Rochon**

**Steve Smith**

**Andy Straughan**

**Paul Partridge**

[Al Murray](#)

1. Call to Order, conflicts of interest if any, approval of agenda FRANK

Call to order at 7:05.

No conflicts of interest declared.

**Motion (23-02-01)**

**Motion to approve as modified**

**Moved: Randal Goodfellow, Second: Bob Snider**

All in favour.

**2. Motion (23-02-02)**

**The minutes of December 12, 2022 were approved as presented.**

**Moved: Phil Snider, Second: Ray Bonenberg**

3. Business arising from the minutes, action items

Foodland Logo - put forward (JW)

Algoma Insurance - in process (BC)

Mainline update - pending Ray and Frank

Waterloo Wellington Museum - AI looking for a location

4. Presidents Report - Frank Heerkens

The President presented his report (as attached).

5. Executive Directors Report - John Williims.

John presented his report (see attached) highlighting the following:

- Budget and closing 2022 books
- Grants
- Memberships 2023
- Media Calls - prepare bullet points for consistency in messaging

6. Motion to approve Steve Smith as Grey Bruce board member

Bob Snider noted that under the constitution, the board can appoint a representative. Steve Smith is a producer in the Grey Bruce local and on the call this evening.

**Motion (23-02-03)**

**Whereas members of Grey Bruce local have been provided and declined the opportunity to participate in their local board or elect representatives to the board of directors, be it resolved that Steve Smith, a producer member in good standing from Grey Bruce local, be appointed Grey Bruce local representative on the OMPA Board of Directors for a period of one year.**

**Moved: Bob Snider, Seconded: Brian Bainborough**

Steve was welcomed aboard.

7. Approval Strategic Plan 2023-2028

Randall noted that members had a 98.3% approval of the Strategic Plan. The grant also calls for us to get a vote by our Board of Directors as does the Constitution.

**Motion (23-02-04)**

**Motion to approve the Strategic Plan as presented by Randal Goodfellow.**

**Moved: Randal Goodfellow, Seconded: Bob Snider**

Frank requested a registered vote. All in favour; motion passed.

Frank congratulated everybody for the hard work over the past two years.

It was suggested by Kyle that a shortened summary version of the Strat Plan be produced. Frank noted that this request will be taken back to the Governance Committee.

8. Sponsorship Plan (see attached)

Points noted:

- Adds revenue to the Mainline
- Brings in members who are working in the industry but are not producers
- Corporations will assign members in Ontario or even part of Quebec

**Motion (23-02-05)**

**Motion to approve the Sponsorship Plan as presented by Frank Heerkens**

**Moved: Frank Heerkens, Seconded: Bob Snider**

9. Budget 2023 - JW - see below

Discussion:

- noted that the large ticket items in the Strat. Plan are not funded in this budget
- there is money to prime the pump for pursuit of grants to cover Strat. Plan items.
- \$4K allocated for the buddy sap project was donated in 2021 and 2022 so it is noted but not in the budget.

**Motion (23-02-06)**

**Motion to approve the 2023 budget as presented by John Williams**

**Moved: Ray Bonenberg, Seconded: Brian Bainborough**

The 2023 Budget was unanimously approved.

10. Government & Industry Relations - see report below

11. Info Days 2023 follow up

Ottawa Valley, Ray - The day went well. All completed the survey and loved the day. Randall and Jenni were present as was John Pineau. Good show of major exhibitors, equipment suppliers.

Lanark & District, Leann - Day was hosted at the end of January. Approximately 55 members showed up. We had some good presentations; Jenny and Randall were present. A handful of membership renewals were received so this is a good opportunity for outreach to members. The provincial tapping out party will take place in Thompson Town. We will have Dave Chapeski and

Ray Bonenberg tapping the tree and this is the same tree that Marian Paul tapped in 2001 when she was inducted into the Hall of Fame.

Haliburton/Kawartha, Bob - A full day with about 30-40 people in attendance and about 20 members. He had some vendors present also. It seemed to be well received.

Quinte & District, Steve Needham - Due to a snowstorm the event was cancelled. We did a zoom and of course not the attendance we would have had in person. Three speakers were Randall, Jenni and Paul Renaud doing a carbon talk.

Algoma, Kyle - It was nice to be back to a normal venue and normal way of functioning. We had a decent amount of people out. We did add two members to our Board and had a meeting at the end of the Board Meeting to start talking about the North American meeting coming up in a few years.

Algonquin & District, Michael- a good turnout of about 60 and we added two new members to our district.

Simcoe & District, Peter Lorrigan- We had a good turnout and did the first tapping at John Williams farm with about 12 politicians showing up to tap a tree.

Waterloo Wellington, Al Murray - Info Day was on January 12th in Emmira. We sold over 80 lunches. Frank and Randall attended. We talked about the benefits of Sap chilling, that seems to be something more guys are interested in. We presented an award that we do every year; the Albert and Ruby Martin award. We gave away two awards and the recipients were Paul Martin and Henry Martin. An update was provided on the Museum in St. Jacobs.

Southwestern, Chad Jakeman - There was the best turnout in many years. Jenny did her talk about the invasive species and Randall and Frank were in attendance. Syrup production well underway.

Grey Bruce - Frank and Randall attended and put on a really good series of presentations. In addition Paul Renaud talked about carbon neutral and Jenny about invasive species. Working on a social media campaign with Facebook and Instagram in hopes of more people stepping up to the executive to get the local reactivated. Thanks to the Lorrigans in Simcoe and District for their support and their idea of sending Christmas cards to local members.

Eastern, Jules - We had a very successful day with about 40 to 50 showing up. Presentations by Paul Renaud, Jenny and South Nation Conservation. Discussion about possible courses and came up with four.

## 12. Summer Tour - Dave Branson

It is progressing well with a pretty full program in place. Looking for sponsors and advertisers and a basic package is ready to use when approaching possible sponsors. Some have already started to register.

13. Break

14. OMAFRA update - Jenn

Jenn provided a quick update and announced she was expecting a baby in August. A Backfill being worked on. Jenn has a blog at ONmaplesyrup.ca and has been doing updates on sap flow conditions. Please feel free to share. There is a survey you can fill out on Mondays and Tuesdays to help with the sap flow report. Thanks to Jenny for all her technical support at the Info. Days.

15. Governance - BS

The short procurement policy as John required. See report below.

16. Communications - RB , looking at Mainline update

17. ISMI - RB - see report below

18. Membership - SN

Currently 430 members have renewed. Next week reminders will be sent out to those not yet renewed to renew by March 1st. Moving ahead with a french version of the new membership rack cards. John requested that if anyone has memberships that were collected to please forward asap.

19. RTTC PT

Buddy Sap test will be trialed this spring with samples taken close to Ottawa. The \$15K donation from Grey-Bruce to Buddy Sap project has reached the lab. Brian asked if the university took a cut and Phil promised to find out.

Work continues on the damaged tubing trial. Looking at taking DNA off the tubing for identification of what did the damage.

20. NAMSC - NA manual BB.

Discussion on making the new NA Maple Producers' Manual available through the store. See Brian's report below.

**Motion (23-02-07)**

**Motion to buy 50 NA Maple Producers' Manuals from NAMSC and carry them as a store item.**

**Moved: Brian Bainborough, Seconded: Jules Rochon**

**Amended by [Bob Snider](#) to sell the books at their landed cost. Seconded by [Kyle Gilbertson](#)**

Amended motion passed

21. QA - BB

Judging workshop will be held in Algoma on Sept. 7 and a couple of other locals have expressed interest. Brian requested that the Executive prioritize what is to be worked on for the Strat. Plan so QA can address it.

22. M & P LT.

See report below. Maple Weekend is up to 70 participants with members from every local.

23. Other Business

Steve Needham noted that George Potter, recipient of the Lifetime Achievement Award this summer, passed away. It was noted that the OMSPA office can send out a condolence card if the local sends the information to John.

24. Adjourn: Next Meeting Monday May 15th, 2023 Simcoe and District

Action Items:

1. Shirt orders for Store and Foodland Logo for members - John
2. Algoma Insurance - Brian
3. Mainline update - Ray, Frank
4. Waterloo-Wellington - Museum proposal
5. NA manual ordered for store - John

Reports:

**President:**

Excellent job by the Strat Team in going through all the info days and meeting with numerous members to the indigenous group. Also, I always forget Birch Island, they do believe it is. Excellent results from the Strat Plan which we will be voting on very shortly. There will be no discussions on the Strat Plan tonight. There'll be a motion to approve and go from there. I think over the last two years, we have discussed it enough and reached a point where now it can be a document that will move on forward for the next five to 10 years. I had a very enjoyable trip in Europe. If you read my news I did speak about maple syrup to quite a few people mostly in Finland. They were amazed at the way it was gathered and all that kind of stuff and believe it or not in Holland and Belgium there is a maple syrup called maple Jo, which I bought off the shelf cheaper than when I can buy it here in Canada. It actually was pretty good. syrup, gets shipped to France and bought in bulk bottled and tagged in France and then shipped throughout Europe., I wanted to again, for all the hard work that everybody has done on the Strat Plan. While I was gone, I gather everyone was hustling to get your bushes tapped and some of us have made some syrup, especially down in Southwest. I understand almost 80% of their seasons have already been put into place.

**Executive Director:**

Financial

- Work on budget for 2023
- Books for 2022 to be completed.

#### Grants

- Grass Roots Sector Development is now in its final stages. Most requirements complete. Next report due will be the final in April. Approx. \$19K outstanding.
- Grass Roots Marketing (\$20K total, 50% share) This will augment our \$10K M&P budget with extra funds to allow more general promotion and funds for promo of Maple Weekend 2023 and Fall in Love with Maple 2022. Wrapping up now. About \$8K of funds to come back in after the final report in April.
- Tourism Relief Grant with Fed Dev. S. ON. (\$36,000 total, we pay \$2,000). This has boosted spending for Maple Weekend. Covering added Social Media promotion, Public Service Ads on Cable, photo's/video in locals, part of printing of Mainline and John's contract. Must all be spent by the end of March 2023.

#### Maple Weekend

- Assisting Leann and Amy with communications, webforms and website updates and grant work.

#### Store

- Shipped a number of large orders in last two weeks.

#### Mainline

- Starting work on Spring Mainline. May be delayed as we work to include a publication for Maple Weekend. This will help pay for the printing and postage costs.

#### Membership

- Members paid up for 2023 around 430 currently
- Suggest mailing invoices out to those who haven't renewed and having locals chase down those who haven't renewed.

#### Dates:

- Next board meeting Monday, May 15th 2023
- Next Mainline, early to mid March.
- Provincial first tapping March 4 at Thompson Town in Lanark & District

#### Others:

- Assisted with Scenarios workshop
- Participation in Governance, membership, M&P, Events WG, Executive meetings, Finance Group.
- Overseeing Liz's work on membership and bookkeeping.
- Numerous interviews about the early season and climate change.

### **Sponsorship Packages Plan**

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?

**OMSPA budget approval and explanation:**

Finance Committee for OMSPA B of D Feb 23 2023

Motion to approve budget as presented:

- In most previous budgets the Board of Directors has approved an annual budget with an acceptable “pressure” of anywhere up to 10 %..... + or -.
- This budget has a “pressure” of \$15,225. In most years OMSPA does not expend their entire budget for a host of reasons.
- OMSPA also desires to have a year operating allocation “in the bank”. We currently have that and then some.
- Our annual base expenditure(keep the lights on) is estimated around \$80K. We have approximately \$105K in the bank. So....we have a \$25K flexibility. The \$18K “pressure” is manageable.

- In the budget notes column, we have indicated where there are some finances required to achieve some objectives outlined in the draft Strategic Plan. We anticipate that the Strat Plan will be approved Feb 23. However it would be out of sync if we actually allocated some of those objectives in this budget. Normally, large scale projects require outside funding and OMSPA applies for that funding through various initiatives. That is why it is not in the base or committee allocation.
- After the eventual approval and acceptance of the 2023-2028 Strategic Plan on Feb 23, serious consideration needs to be put to priority setting of what OMSPA can pursue in extra funding.
- The Finance committee has explored proper allocations in base and committees in great detail. We are not suggesting going through this budget submission “line for line”. We have a limited allocation outside of our base. Committees are aware that they need to pursue funding germane to their objectives and their operating terms of reference.

OMSPA 2023 Budget Feb 22 2023

	Budget 2022	Dec. 31, 2022	Budget 2023	Budget Notes
<b>Income</b>				
Membership	\$58,000	\$56,135	\$60,645	portion of corp. & business sponsorships added
Donations/membership benefit programs	\$2,000	\$6,836	\$7,000	significant donor has come forward
OMSPA Publications Income	\$9,000	\$7,062	\$16,105	includes website payments more income from corpor
Subscriptions	\$11,000	\$10,294	\$11,000	
Jug program	\$18,000	\$20,131	\$20,000	CDL, D&G, Ampak
Summer Tour	\$4,000	\$5,440	\$10,000	Auction \$4K plus \$6K split
Store Contribution	\$16,000	\$13,242	\$16,000	
Grant Projects - OMAFRA	\$93,000	\$74,313	\$62,000	Sector Dev. \$18700, GR Marketing \$9300 Tourism R
Farm & Food care-Breakfast from the farm	\$0	\$6,175	\$4,000	\$4K per event ?
<b>Total</b>	<b>\$211,000.00</b>	<b>\$199,627.85</b>	<b>\$206,750.00</b>	
<b>Expenses</b>				
Office (inc. all postage and non store ship, internet)	\$4,000	\$4,514	\$5,000	See details B73
Insurance	\$3,500	\$3,485	\$3,750	
Admin. Support	\$33,500	\$38,152	\$44,675	John plus Liz full year
Bank Fees	\$2,400	\$2,800	\$3,000	higher credit card fees this year, more online membe
Assurance Reporting	\$2,500	\$2,775	\$3,000	
OMSPA Publications (Mainline, Prod. Survey)	\$9,000	\$5,930	\$7,950	done at current Mainline layout printing and mailing c
Transfers to Locals	\$11,600	\$11,117	\$11,600	
Subscriptions	\$11,000	\$7,993	\$11,000	Maple Digest and Maple News
OMAFRA Grants	\$93,000	\$70,000	\$60,900	Sect dev. \$18700, GR Marketing \$6000, TR \$36200
IMSI - membership, travel	\$6,000	\$3,990	\$5,000	\$3400 membership, \$1600 travel- Quebec
NAMSC - membership, travel	\$7,000	\$7,325	\$9,250	\$2750(483*4*1.4) membership \$2500 travel - Crogar
Other Memberships	\$1,000	\$1,150	\$1,000	AAC \$150, OFA \$500, Vol. Can. \$150
Storage	\$1,300	\$1,290	\$1,300	Storage to \$110/month in April
Telephone inc. Zoom, Website hosting and maint.	\$1,300	\$700	\$2,400	See details B58 Local board page charge?
Admin travel	\$500	\$1,700	\$2,000	Two board meetings plus regular local mileage
Summer Tour	\$2,000	\$1,578	\$2,150	Admin travel (half of \$1300) + S. tour speakers (\$150
Misc Exp. Breakfast from the Farm		\$4,750	\$2,000	
<b>Total Base expenses</b>	<b>\$189,600</b>	<b>\$169,248</b>	<b>\$175,975</b>	

OMSPA 2023 Budget Feb 22 2023

	Budget 2022	Dec. 31, 2022	Budget 2023	Budget Notes
<b>Committees</b>				
<b>Executive</b>				
Info. Day Travel	\$0		\$3,000	
Other Travel	\$0	2200	\$2,000	
Canadian Round Table contribution				as needed
	\$0	\$2,200	\$5,000	
<b>Research and Tech. (see above for Jug contribution)</b>				
detecting buddy sap #1	\$4,000	\$3,839		\$4000 take from donations in reserve
M-ART centre definition			\$1,000	
Carbon Neutral research	\$500		\$1,000	
Tubing Damage project #2	\$500		\$500	
Samples to Research Programs#5	\$100		\$100	
Fertilizer/Lime application Hubbert/Matthews #4	\$100		\$0	
	\$5,200	\$3,839	\$2,600	
<b>Quality Assurance</b>				
Tasting Workshops	\$1,500	\$719	\$750	Algoma - Sept. Plus ?
Assistance to IMSI Grading Workshops			\$300	
Hobbyist Q&A sheet from NAMSC			\$500	
BP manual update		\$1,877		to be funded
	\$1,500	\$2,596	\$1,550	
<b>Marketing and Promo.</b>				
Ontario Maple Marketing Plan/Proposal				
Social media management (12 months @ \$300)	\$3,600	\$5,000	\$2,700	TRF will cover first 3 months
Consumer Newsletter ( 5 mon. @ \$250)	\$0	\$4,000	\$1,000	
Maple Weekend/FILM Social/promo (\$1850 each)	\$2,700	\$2,568	\$1,850	\$850 coord. \$1K promo, MW cover by TRF
Advertising, etc.	\$250	\$1,685		
external shows (inc. Farm&Food Care membership)	\$1,650	\$1,152	\$1,500	Food & Farm Care memb., Royal sponsorship, IPM, €
	\$8,200	\$14,405	\$7,050	
<b>Membership</b>				
Reprint of Member certificate			\$500.00	move to base?
membership brochure/promo pamphlet			\$1,500.00	#1
Ontario Hall of Fame			\$400.00	#2
Competition sponsorship				#3 removed to cut deficit
Membership Management System	\$3,000.00			see above
	\$3,000.00	\$0.00	\$2,400.00	

	Budget 2022	Dec. 31, 2022	Budget 2023	Budget Notes
<b>Communications</b>				
Revision/Redesign of Mainline	\$500.00		\$2,000.00	#1, #4 Mainline editing included in base
Maple Tree planting at Summer Tour			\$400.00	#2
French language updates ontariomaple.com	\$500.00		\$500.00	Plugin for auto trans. plus manual updates
Forest Management/Climate Change Poster	\$500.00			#3 removed to cut deficit
Local Web page development and maintenance	\$250.00			to base
Web (omspa.ca) page development and maintenance				to base
Meetings and travel			\$200.00	
Website consolidation MW with <a href="http://ontariomaple.com">ontariomaple.com</a>	\$1,000.00	\$450.00	\$0.00	
	\$2,750.00	\$450.00	\$3,100.00	
<b>Governance</b>				
Governance/constitutional changes - meetings/travel			\$500	
ONCA review and legal			\$1,500	
			\$2,000	
<b>Government and Industry Relations</b>				
Building Partnerships - travel, fees, conference			\$2,000	With OWA, OBA, OFA, AAC, OFA membership in ba
Funding application work w. OMAFRA, etc.			\$2,500	
Budget for proposal writing			\$5,000	
Sector Development Strategy	\$5,000	\$1,354		
	\$5,000	\$1,354	\$9,500	
Total Committee Expenses	\$25,650.00	\$24,843	\$33,200	
Total Base Expenses	\$189,600.00	\$169,248	\$175,975	
Store expenses	\$13,600.00	\$10,593	\$12,800	
Total Expenses	\$228,850.00	\$204,685	\$221,975	
Total Income	\$211,000.00	\$199,628	\$206,750	
Net	-\$17,850.00	-\$5,057	-\$15,225	Reserve approx \$25K, Typical balance \$105K Need \$80K fr

## Report to the Board from the Government and Industry Relations Standing Committee of the Board of OMSPA (February 14, 2023)

### Members:

1. **Randal Goodfellow**, Chair (Provincial Issues, Ontario Federation of Agriculture, Ontario Woodlot Association)
2. **Paul Renaud**, Leader on Climate Change Issues
3. **Brodie Berrigan**, Canadian Federation of Agriculture, (Federal Issues)
4. **Howard Mains**, Tactix Government Relations, (Federal Issues, National Farm Organizations)
5. **Ray Bonenberg**, International Maple Syrup Institute

### Meeting of the Standing Committee:

- Planned for before the end of February;

- Mains, Renaud, Goodfellow have already met in-person February 14, 2023 at the ‘**Advancing Sustainability in Agriculture and Food**’ seminar sponsored by **Farm Credit Corporation** and the **Royal Bank of Canada**.

## **Activities Since Last OMSPA Board Meeting:**

### **1. Ontario Woodlot Association:** (Pineau / Goodfellow, February 9<sup>th</sup>)

- **Wild Apricot** Membership Management Program and Database: OWA has offered staff and program help with our membership management needs.
- OWA has offered OMSPA to be part of **The Woodlander Magazine**;
- **Sharing of staff resources** particularly communications and administration support;
- OMSPA members can have **on-line access to the OWA reference materials** etc.
- **Carbon Neutral / Negative Maple Syrup** (funding a study)
- **Maple Tree Inventory** (Can be tied into the inventory work, for which OWA has already obtained funding).
- **Updating of The Best Practices Manual** (summer student can assist / there is a student employment funding program available).
- Collaboration on **Training Programs / Workshops**

### **2. Advancing Sustainability in Agriculture and Food Seminar** (FCC & Royal Bank):

- Fits well with the new Sustainable Canadian Agricultural Program (SCAP);
- Both organizations believe that carbon sequestration will fit into farm revenue and the finance-ability of farmers (payment for environmental services provided by farmers for the rest society);
- There is a report being published by the Royal Bank next week stating the above <https://thoughtleadership.rbc.com/rbc-disruptors/>
- Will need to keep in close contact with John Stackhouse, Senior Vice President, Office of the CEO of the Royal Bank who is the author of the report <https://www.rbcwealthmanagement.com/en-ca/people/john-stackhouse;>

- FCC and the Royal Bank now appreciate that Maple Syrup is a good news as a carbon neutral / negative product. We can likely obtain funding / grant from these groups for our work.

### **Governance Report**

The agenda for the meeting covered an overview of OMSPA's governance framework, a summary of the Working Group findings, the Outcomes and Activities as laid out in draft Strategic Plan and a review of the draft mandate for the Governance committee.

Based on the overview a discussion on the areas of focus for the committee and approach.

- Local's role within OMSPA and the changes required to improve sustainability, effectiveness and liability mitigation
  - Improvement in Board governance and effectiveness i.e. the framework of OMSPA and how it operates
  - Compliance with the Ontario Not for Profit Corporations Act (ONCA)
  - Engagement and training of Board, Locals and members on recommendations, best practices and policies
- The committee has split the work into two streams, A) Engage with Local Boards to understand from their perspective the role that locals should play, the support OMSPA should give locals, issues locals have in terms of governance and the changes to the governance model seen as necessary and B) Research best practices for not-for-profit Boards with a focus on Board size, composition and election process, what bylaws and policies would improve efficiency and effectiveness, what changes could shield Locals from unmitigated risk and what impact does the ONCA have OMSPA's constitution. Steps have been initiated on both streams.

### ***Procurement Policy***

In the coming months a list of recommended policies that OMSPA as a organization should have will come forward from the Governance Committee. One such policy will be a Procurement Policy. A draft was prepared to support meeting the requirements of the Tourism Recovery Grant.

### ***Ottawa District***

The Ottawa Valley Local held an Info Day on January 25, 2023. At the AGM portion of the meeting no names were put forward in response to the call for nominations to join the Local Board. Ray Bonenberg, having been President of the Local, will continue as Past President until such time as a Board is again established. Those members present at the AGM were supportive of Ray Bonenberg continuing to represent the Local on the OMSPA Board of Directors.

### ***Grey Bruce Info Day***

Attended meeting and gave a short presentation of the importance of provincial Board Directors from all locals. Explained in the absence of Local Board members the OMSPA would appoint a local member as provincial Director for the local. Ran AGM portion of the meeting. No nominations were received for Local Board positions. Steve Smith did indicate his interest in being appointed as local member to represent the Local on the provincial Board.

### ***Resolution to Appointment of Local Representative from Grey Bruce to OMSPA Board of Directors***

*Whereas* Article 1 Sec 9 of the Constitution states, if a Local does not elect two directors to represent the Local on the Board of Directors, the vacancy or vacancies may be filled by a nomination of the Board of Directors after consultation with the Local.

*Whereas* members of Grey Bruce local having been provided and declined the opportunity to participate in their local Board or elect representatives to the OMSPA Board of Directors.

*Be It Resolved that* Steve Smith, a producer member in good standing from Grey Bruce local, be appointed Grey Bruce local's representative on the OMSPA Board of Directors for a period of one year.

Bob Snider, Chair, Governance Committee

### **International Maple Syrup Institute Update:**

#### **Feb 23 OMSPA Board meeting**

- **Our journey of harmonizing the maple syrup definitions between Canada and US is moving along. This is a key step in creating a SOI ( Standard of Identity) which is crucial to obtain our eventual Codex authorization. The FDA in the US had a number of clarification questions on our petition which has been ably answered by our team of experts. We have again outreached to Canada's Feds for movement likewise. The implementation of the Safe Food for Canadians Act has tied up the staff we are told**
- **The Climate and Environment Committee of IMSI has had a series of meetings on issues outlined in the Terms of Reference. Our Paul Renaud shared an outstanding presentation with the committee on suggestions on moving forward to analyze effects of production of maple syrup on the climate and specifically Green House Gas ( GHG). We will be putting meetings on hold until sugaring season is over.**
- **Dialogue continues with staff from U. of Maine and Proctor on the IMSI grading school to more assertively conducting workshops with Producer Associations over the next 3 years. The IMSI budget has supported this initiative and off flavour kits will be amassed in partnership with Butternut Mtn Farm in Vermont over the sugaring season.**
- **The IMSI has developed their work plan and passed a 2023 budget in January**
- **The AGM for IMSI is scheduled for June 6, 2023 in Magog Quebec in conjunction with the 25th anniversary of Centre Acer set for June 7.**

**Ray Bonenberg**

**Director for Ontario, IMSI**

North American Producers Manual

Background

The new Manual is available to print for free but only for individuals. The Manual is also available to purchase through NAMSC at cost of \$50 US. Having only one copy printed at a local printer using quality paper far exceeds the cost from just purchasing it through NAMSC.

Ontario was granted the option to print the manual locally and just pay a royalty \$12US to NAMSC. I went and got quotes for printing the Manual in Ontario and the cheapest price was \$41.24 (minimum quantity of 200).

Printing 41.24

Royalty 16.20 (12x1.35=16.20)

Unit cost 57.24

If we purchase 50 copies from NAMSC our cost is 42US or \$56.70

**Conclusion: Buy from NAMSC**

**Proposal Options**

1. OMSPA place an order with NAMSC for 50 Manuals approximately \$2,835, this becomes a Store item. When the store needs more we just order another 50. This is not a budget item but a store inventory item.

Store selling price to be determined by M&P.

2. As I mentioned previously Minnesota did a cost share with its members that wanted the manual, each producers paid the Association \$25 and received a manual (one per member) the Association picked up the balance for the

cost, considered a Member Benefit. If OMSPA did a similar program it would cost in the range of \$5-10,000 depending on uptake by our members. This is a budget item and would need Board approval.

Brian

### **Marketing & Promotions Committee – February 2022**

Maple Weekend has participation in all eleven locals this year with seventy participants. This is an increase of six from 2022 with a handful of new participants. John and Amy have been busy updating the website and planning marketing efforts. Marketing will be enhanced by the tourism grant, including paid advertisements on Rogers (video), Post Media (print), and an increased social media campaign. New marketing assets (photo and video) will be created. Locals can take advantage of some funding for photos in their area. Printing and distribution of safety protocols and signage, along with a partnership marketing document.

OMSPA received a request to attend at the Ottawa Valley Farm Show. They are adding a maple competition to their show this year. It is held March 14-16, prime maple season. Knowing it will be difficult to attend, the organizers are willing to work with us. The request was forwarded to the locals to consider.

Breakfast from the Farm has not announced its 2023 dates yet. They are looking for host farms.

### **OMSPA Report February 2023**

#### **Website Analytics**

In the last 90 days there were 9,400 page views (226,000 impressions and an increase of 57%) on the Ontariomaple.com website.

The first and second most visited page was the home page and the second most visited was Maple Weekend 2023. The third was where to buy maple syrup.

Total clicks on the website was 5,700, an increase of 90.4%.

#### **Social Media Stats**

Between Nov. 24, 2022 and Feb. 21, 2023 there are the following statistics:

- Facebook Page Reach: 39,981 (78% decrease)
- Instagram Reach: 767 (73.2% decrease)
- Facebook Post Reach: 38,500 (increase of 174%)

