

Minutes
Ontario Maple Syrup Producers' Association
October 7th, 2021
9:00 am – Noon on Zoom

Attendance:

Executive:

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

Directors:

Kyle Gilbertson	Algoma
Clyde Bridge	Algoma
Michael Levitan	Algonquin & District
Bill Hubbert	Algonquin & District
Bob Snider	Haliburton - Kawartha
Clancey Lavender	Haliburton - Kawartha
Michelle Sage	Grey-Bruce
Gail Cranston	Grey-Bruce
Nick Bereznick	Grey-Bruce, non-voting guest
Leann Thompson	Lanark and District
Randall Goodfellow	Lanark and District
Mark Youmans	Quinte & District
Peter Lorriman	Simcoe & District
Jack McFadden	Simcoe & District
Nelson McLachlan	Southwestern
Phil Thomas	Waterloo Wellington
David Wagler	Waterloo Wellington
Jenny Liu	OMAFRA, non-voting guest

John Williams Executive Director

1. Call to Order, Conflicts of interest, Approval of Agenda.

2.

Motion (2021-10-01)

Moved to accept agenda as presented.

Moved: Jules Rochon Second: Phil Thomas none against

3. New meeting protocol/moderator review- JW

- a. John set's agenda with input and serves as meeting moderator
- b. Goal to keep meetings on time.
- c. Frank asked Brian and Ray to keep him on track with meeting protocols

4. Approval of the Minutes of Board meeting July 15th, 2021

- a. Kyle Gilbertson noted that he has taken Judy Hughes place as a representative for Algoma along with Clyde Bridge.

- b. Clancey asked about a reference to 1000 members recently but there was nothing in the last minutes about that. Randal stated there is a reference to this as a target in the current strategic plan

Motion (2021-10-02)

Moved to accept minutes as presented.

Moved: Ray Bonenberg Second: Jules Rochon none against

- 5. Business arising from the minutes:
 - a. HST on membership to be discussed further down our agenda.
 - b. Mainline, e-letter, and website advertising improvements
 - i. move to a later time, suggest we do this after or as part of strat. planning. Remove for next meeting.
 - c. John to send summer tour manual to Quinte. Carry Forward.
 - d. Fundraising tracker as a sap bucket has been placed in the e-letter and Mainline.
 - e. CAP input to OMAFRA has been worked on but is not finished. Randal noted he is still waiting for input. Carry Forward.
 - f. Best Practices Manual update/rework to be discussed. Carry forward.
 - g. David Wagler asked about updates to chapters done recently. Frank referred David to minutes of previous meetings and said we could discuss further under QA.
- 6. President's Report - no written report
 - a. COVID has changed things. We can now meet from across the province on Zoom. OMSPA will have hybrid meetings in Lindsay soon. Some things in our association need to change.
 - b. For one, more information needs to get out to our members. The web pages the Jules has worked on are part of this. Frank has asked Randal and Bob Snider to work on the governance committee, Brodie Berry will help with this as well.
 - c. One of our biggest problems is money. We are trying to run a large organization with half an employee and a tiny budget. We need to find other sources of funds.
 - d. We have created a new position for Steve Needham. He will work on this in the New Year...once he has his house built.
 - e. Leann Thompson will be taking over M&P after this meeting. She will continue with the Events working group too. Thank you for all your hard work Leann.
 - f. OMSPA has a strong and united Executive that has spent many hours strengthening our organization.
 - g. OMSPA is an organization full of entrepreneurs this makes it hard to keep everyone happy.
 - h. We have created an information highway to our members but we found that there was a road block at the last meeting. The Executive has decided to push more of the information directly to members to help with this.
 - i. We have applied to OMAFRA for a grant to do an in-depth study of our industry. Much work has already been done. More volunteers are need to help. I may have gone wrong tackling large governance issue up front, but I wanted to be transparent. There is no hidden agenda or self interest. All members will help and have input with these changes.
 - j. We need money, membership fees are not enough. Let's look at how other organizations do this.

- k. We have listened to your concerns from the September 15th meeting and removed the possibility of a marketing board or section 12 organization from our governance agenda.
 - l. In summary, we are all volunteers working to build a stronger, better organization. The Maple Sector Development bus is leaving the depot with 12 groups on board. However, we can back the bus up and change the number of groups. These groups will go out and collect information, returning to provide information to our membership, to see what they want for our organization, not what the executive wants.
 - m. Let's work together to build a stronger association.
7. Exec. Director's report
- a. See attached report with financial report
 - i. Financial: numbers are affected by the epidemic. However, our expense and income numbers are around where they need to be at this time of year.
 - ii. Phil asked why the grant income numbers are so high (\$47K). John said this is to do with when payments on the grants came through. Some didn't come until 2021 for expenses in 2020.
 - iii. Frank asked if we have an HST column. John replied that all figures without HST. We could be at a net of zero instead of 12K once HST is worked into these numbers.
 - iv. Nelson asked if we have any large payables to do with the grants. John replied that in fact we have a receivable on the CAP grant at the moment.
 - v. Reminder that budget time is now upon us. We will use the same method as in past years. John will circulate the budget forms to committee chairs. They will be returned sometime in November and the Finance Group will prepare a draft 2022 budget for the December board meeting. Frank asked the chairs to consider 2022 a COVID free year in their planning.
 - vi. hst, see report below. Randal noted that the HST issue will only become worse. Frank asked if we can go to one HST number. Brian suggested we follow up with our accountant. John suggested a further meeting with the accountant to clarify things. Followed by a recommendation by email, a motion and a board vote. We need to sort this out in the next month so that memberships for 2022 can be accepted.
 - b. Round Table Meeting with the Minister on Zoom discussing Export and Trade
 - i. see report below.
8. Summer Tour
- a. Quinte - Mark Youmans
 - i. Held first meeting of the committee on August 25th.
 - ii. Venue is booked at the Harbourview in Belleville, July 13 to 15
 - iii. Nick Bereznick has sent information, including their tour book, from the last tour.
 - iv. October 17th for the next meeting.
 - v. Working on a theme and tour stops.
 - vi. Randal inquired about the speakers booked. Mark indicated they are looking at names. Frank said that any of the executive would be happy to help with speakers.

Michael Levitan indicated that the Algonquin Directors had voted to allow Lanark & District to host the Summer Tour in 2023. Algonquin will plan to host in 2024.

The updated list is as follows:

1. Quinte & District 2022
2. Lanark & District 2023
3. Algonquin & District 2024
4. Eastern 2025
5. North American (Algoma) 2026
6. Southwestern 2027
7. Waterloo-Wellington 2028
8. Haliburton-Kawartha 2029
9. Simcoe and District 2030
10. Algoma 2031

Motion (2021-07-03)

Moved that Lanark & District requests to host the 2023 Summer Tour and Conference.

**Moved: Randal Goodfellow Second: Leann Thompson deferred from July meeting
passed, no objections**

Randal thanked the board and offered the speaker list developed for the cancelled 2020 Summer Tour to Quinte & District

Frank stated that the ED should be at all Summer Tours going forward.

9. RTTC - Phil Thomas
 - a. see report attached
 - b. request for help from locals and individuals with donations as seed money is needed for the next step.
 - c. Funding proposal is into NAMSC for \$25K. Should hear in the next few weeks.
 - d. Frank noted that he could take tubing sample from the eastern end of the province to Bob so get in touch with Frank and he can pick it up.
 - e. Thank you to Phil for his work from Frank.
 - f. Suggestion to ask the membership for more personal donations. Any amount helps.
10. Events Working Group - Leann Thompson
 - a. No written report as the Fall in Love with Maple (FILM) event has just wrapped up.
 - b. North American Website updated to include the Ontario event. The American version runs October 8th to 17th. Good pickup of Social media posts and good response to the press release. Destination Ontario did sponsored social media posts on the event for us. Also listings appeared in Destination Ontario and Ontario Visited
 - c. Several participants profiled in the media: Fischers, McEwens, Kemptville Agri Forest, Maple Grove Syrup,
 - d. The it was a little disappointing that we didn't see the pickup promotion from our partners like we had for Maple weekend 2019. But we also were competing with an election and COVID. So obviously, it's a different time. But next year, we know to plan better follow up with that, because that helps spread the word. Social media and word of mouth proved to be the most effective form of advertising for OMPSA by the locals and participants
 - e. Amy was happy with where it landed we had on social media and overall reach of about 300,000 people with 4500 clicks through to the website coming out of our social media and the website

clicks had unique pageviews about 28,000 views. So overall, she was happy given the fact that it was the first year of the event, the late start, and we didn't have huge money to put out on this like we did for 2020 Maple Weekend.

- f. So from the participants, the preliminary feedback I've received was like maple weekend weather plays a large role in turnout.
- g. It seems like everybody had at least one rainy weekend. The colors are late this year in all regions from the province. I know here we had pretty much green leaves on that first weekend. Some participants reported very slow days and other participants reported large turnouts. And those participants often did their own complimentary advertising. Some members are reporting their biggest sales day ever, so not just for a special event ever at the sugar camp. So it's diverse, I think so COVID protocols are followed, some members worked with their local health units, some performed contract tracings, while others didn't. Nobody really experienced any issues with having to do contact tracing.
- h. Some feedback indicates some members would prefer less days or one weekend or perhaps a regional approach. So that's something for us to consider going forward, I can share our experience. We run everything through our POS system. So we have able to look at reports. So nobody bought anything smaller than a 500 ML syrup. Everybody was buying kind of their fall, winter storage of syrup. We sold a lot of value added and sold a lot of arms for cookbooks and people were really starting to look at their holiday shopping. And our sales here were higher than we've had at the weekend. So I think that this is a really good complementary event to the spring and people are starting to connect maple with that that fall shopping experience. So our next step is surveys to be sent to all participants through John to gather feedback on the events, any metrics that we can collect. The working group will review the feedback and start planning for 2022. We need input for the 2022 budget for both events and then we will start planning maple weekend 2022 And there's a recording To consider expanding the number of weekends of the event from a couple of locals. So we will gather those metrics as well from the membership to see if there's interest there. So I really want to express the great gratitude to our working group to John to Amy. It's a lot of people on the call, and I think we've developed a good working group. And hopefully, we can recruit more. I didn't say we had 40 participants this year. So I'm really happy with that number.
- i. Frank thanked Leann and the committee for all the hard work and stated that he had never sold so much syrup in such a short period of time. 650 people attended their event.
- j. Ray stated his event was a bust. He expected over 200 and he only had 60. This despite aggressive advertising.
- k. Jules: Leann, just one comment that I continue to report this, we had a vendor that actually wanted to, they had it was a requirement to post in French, and they want to do the bilinguals. What they made us realize is that we have to realign their website to be a bit more bilingual because they were posting on the Quebec side. And they wanted to reach to the Francophone folks in Ontario, so they made us realize that we have to do a bit of work on our website. So anyway, I'll try to see what we can do to get that going for the fall or this winter.

11. NAMSC - Brian Bainborough

- a. The International Conference was cancelled in Niagara Falls, New York.
- b. The biggest concern was COVID obviously, but part of it came from the educators and the universities. They won't allow their, people to travel.

- c. The next conference will be in La Crosse, Wisconsin and it'll be the first time that it'll be a North American conference without joint with IMSI.
- d. The biggest thing that's been going on in North America is a year ago, they committed to do a look at themselves and they hired a consultant. They are looking at the strategic plan of the organization and how to make it function in a better way that meets the memberships and associations needs. North America has to be more transparent has to be more engaged, it has to show value towards its membership.
- e. So we've made a recommendation to hire Winton Pitcoff as a new executive director. Mike Gerard will step down as the as of the end of October or at the at the AGM .
- f. Brian thinks North Americans at a crossroad, it's either going to change and get bigger and better, or it's going to become irrelevant.
- g. See report below

12. IMSI - Ray Bonenberg

- a. Summers are historically quiet for IMSI, our executive director take some time off that's negotiated in his contract..
- b. Our it's our slate of Officers time, but our president has asked to stay on for another year. And our first vice president has stepped down, Tom Savitz.
- c. The only other item is the standard of identity work that we've been doing with FDA in the states and put up a petition to give a definition, which helps us then meet Codex alimentaires application. And we're also working on the Canadian side, and have initiated dialogue and have sent in a request into the Canadian government system to do the same.
- d. So other than that, we are doing a strategic Work Plan Review in November to prepare for our budget process, we have a lot of similar issues that every organization has: sustainable funding, appropriate volunteer efforts, distribution of membership around the landscape so that we have a true democracy on the board.
- e. And then the ever constant challenge of diversity on the board, trying to get youth, women, people of color, those types of things to have us more indicative of the landscape out there. We're set with our new system of annual general meeting and will be planning an in person meeting next June, probably in Vermont, either the 10th or the 17th, and it'll be a one day event with a banquet.

13. QA - Brian Bainborough

- a. Some of the judging workshops have been postponed due to COVID-19. They will likely be put back about a month.
- b. Tracking down the producers of some poor tasting syrup that has been given to me. So it this whole issue of, of quality. We can only do so much. You've heard me speak, I'll say it 1000 times, the better syrup you make it only helps me as a as a producer, you get bad syrup out there and it hurts everybody. We're not the police. I feel that our direction is we can help educate and guide. So in one case, it was to offer a free position at a judging. We can also call on OMAFRA for enforcement.
- c. David Wagler asked about updates to the Best Practices Manual. I'd like to do a re-work of the current BPM. I've asked for input in the Mainline but have received very little response. Looking for board input on this.
- d. The new North American Manual is still being put together and there will be helpful information in that. We did put efforts to update our current BPM on hold while waiting to see what would happen with the Grassroots grant for Sector Development.

- e. David Wagler expressed concern that the BPM needs to be more available, especially to small, new producers. That there are a lot of new, small producers out there since the beginning of COVID.
- f. Michael Levitan asked if that would be available to anyone or just members. John stated that our over 250 and under 250 members get a copy of the BPM when they join. Randal said a digital version could be helpful.
- g. Brian stated that the BPM is available from the office.
- h. Nelson said I think maybe what David's getting at is, we have a lot of people that buy small evaporators and if you had a two or three pager that was a quick guide on how to make maple syrup..M & P - Steve Needham
- i. There's also videos that were produced last year, right up on our YouTube channel. There's a backyard maple syrup, one that Algonquin produced. And then there's the four videos that Ray did. And those are available on our channel and just you just have to give them name of our association. And it's it's almost better in some cases than a written thing. So we do have these kinds of things available. It's partly just knowing, or our members knowing and passing it on to these people.
- j. Frank said, I'm hearing that either you've got some work to do here, or you need to have a new quality assurance person to work with you, or have a subcommittee to tackle some of the issues I'm hearing there today.

14. Marketing and Promotion:

- a. See report below from Steve Needham
- b. Frank thanked Steve for all the hard work in on the m&p committee over the years, and I'm hoping this will make Leanne's work easier because she'll be able to do the the fall in love and maple weekend on one report now.
- c. Leann thanked Steve for his mentorship as she took on Maple Weekend and Fall in Love with Maple. She looks forward to the challenge.

Motion (2021-10-03)

Moved that Leann Thompson be appointed Chair the Marketing & Promotions Committee.

Moved: Brian Bainborough Second: Ray Bonenberg

passed, no objections

- a. More discussion on a QA theme. Mark Youmans saw a non-member using OMSPA jugs sell questionable quality syrup. Frank suggested that QA and M&P need to look at this issue. Are we doing our brand damage letting anyone use it.

15. Grant Funding - John, Brian

- a. CAP, first portion wrapped up. We received the money from the first half the other day. An amendment has been made to the agreement to allow us to do another update of protocols and information for FILM. The first round was focused on Maple Weekend and spring sales at sugaring operations. The Fall Mainline deadline has been moved up by two weeks (July 30th) to allow the CAP information to get out with the Mainline in late August. This will help our FILM participants. It

will also allow us to cover part of the cost of the Mainline under CAP. This is 50/50 funding, but Brian pointed out it is more like 42/58 because we can't claim the HST- ITCs with our current HST setup.

- b. Randal mentioned we need to provide feedback on the next round of CAP. He asked for any input on improving the CAP programs like the support programs of Agristability, etc. Add to action items.

16. Communications - Web

- a. See report.
- b. Jules commented, this Fall tour made us aware that our industry partners now, they'd like to see some bilingualism happening on their site, because most more specifically CDL they were helping us out.
- c. Also commented that we need to make our members more aware of the blog. Possibly by doing a demonstration at Info. Days to show people how to access it.

17. Communications - Ray

- a. Will dig into revamping our Mainline and eletter in the winter. Frank offered to help.

18. Membership - Frank

- a. Sitting at 600 members. Almost at 100% of our budget line. Frank will participate in the working group looking at the structure of OMSPA.

19. Governance Strategic Planning

- a. see report below.
- b. Current work on Sector Development has proceeded without consultants, there is money in the 2021 budget but we have not used it to date. We started with the constitution, see first graphic below in the report. This process carries on from our previous Strategic Plan but will take a much deeper look at our current and future situation. Just as IMSI and NAMSC have done.
- c. The steering groups will produce information when we start on the Strategic Plan. Randal calls these White Papers. This will then be used to inform members and inform our Strategic Plan process for 2023 to 2028.
- d. Frank interrupted at this point, Jenny Liu was removed from the meeting. Frank announced that we have been approved for the Grass Roots project but have not signed the TPA agreement. This is confidential information at this point and Jenny should not hear this. Please keep it to yourself. The Minister will want to make an announcement first.
- e. Randal continued. There have been questions about why we are starting on Strategic Planning so soon. To do a deep dive and collect all this information takes time. We need to start it now.
- f. A question from Mark Youmans on how much the funding is for? \$83K.
- g. One thing we are going to be looking at in this information gathering timeframe is that we need more money, OMSPA is underfunded. And under human resources, we've looked at a situation like the Ontario Beekeepers Association, which has seven staff members, they have no more economic impact on the economy Ontario than we do. But seven staffers, we have point five. We've mentioned membership dues, we also know that you can't crank up the membership dues to get that many more staff. That's not generally what we'll be proceeding on. And we found that other maple producing areas do not have high membership fee, either. But what they do is they created other revenue streams for their association, an example of that is jugs. Another example could be collecting all the carbon credits from all the producers in Ontario, and amalgamating them together and getting your financial benefit from administering that.

- h. And so I will iterate collecting information is not a decision, it is background information for us to move forward on and then ultimately make decisions.
- i. we're still looking for more people to be on the committee's, we already have 25.
- j. Frank commented: the 2018 2023 strategic plan. I've studied it. And one of the things that it found is that we had 40 surveys and 28 people at the process. And one of the comments I've heard from not one member, but from a half a dozen was, it was a great piece of work. But we really didn't have anything to go on. The new 2023 28 strategic plan will be an evergreen strategic plan, like the old one. But, but I will see before I leave in my presidency, that it will be brought forward at the first board meeting of every year to review it.
- k. Ray added: And to be helpful here. Frank, the board, I think understands that our work plan is an offshoot of our strategic plan. So in order for us to properly allocate money, or to get money, we need some direction and without a plan, of course, funding agencies, whoever they may be, always asked for your strategic plan. And so this built on one done way back in 2004, then we initiated in 13 to 18. And this 18 to 23 is from that. So it's a work in progress as we work through it again, it's a I'm biased, but it's a good document. Times have changed, though. And everybody knows that. And it's an appropriate time to be relooking and rethinking about how we adjust in the 2020s as we move ahead.
- l. Nelson asked how marketing fits into this. Randal commented: fits to group number six about market development, which is how do we move our our product to what various streams which could include pancake houses, it could be other streams. So that is the one where the background information will be collected. So if you want to make sure Nelson for sure that pancake houses are really looked at joining steering group number six.
- m. Bill Hubbert stated that a letter was sent to the board on this issue and he'd like to discuss it. Frank indicated it was sent to the Governance committee and would be discussed and brought forward to the board if need be.
- n. Bill felt it was important that the letter be discussed as it was sent to the board. He stated that according to the constitution (article 3) the Executive is responsible for overseeing the day to day operations of the board, but everything has to come back to the board and be approved there.
- o. We know that the last strategic plan was reviewed in February and report given to the executive. That should be available to the whole board. He also felt the application of OMSPA for \$80K to \$90K should have been approved by the board. Basically, the letter to the board asks for a copy of that report. Where is it. He also feels there have been a lot of conclusions already made during this process and wants to make sure that members get input. This is the gist of this letter from the 4 presidents.
- p. Frank responded asking Ray and Brian to provide insight into how previous Strategic Plans were done.
- q. Ray responded that we are talking about process here. He can't remember if we motioned every time we were accepting money. Probably not, as sometimes we were accepting money from 4 sources. We would have a work plan that was approved by the board and then we would go from there. I strongly support this process. I have been trying to do this process for years. Other states and jurisdictions are moving ahead of us. Respectfully, members care, that we're spending their money, right, that we're helping them out as good as we can, and we can never please all 600 Never. And so we do what we can do with the resources we have.

- r. Brian responded: I don't think that you the board has misled or fallen outside its boundaries. There was a budget put forward that was approved by the board. There is funding available out there now. So from that point, I think we're, we haven't broken any constitutional errors. In past history goes when we have a big project. You bring it to the board, the committee does the work and makes a recommendation that we should do this. We have a large government assistance program for a committee. Does it need a board approval? That's the question if you want to be totally transparent, you can you can put it as a motion or ask for a motion on it. If you spend this money you haven't done anything that has broken the Constitution. Has it been communicated well? Even inside of the executive, and the committee chairs, it's taken a lot of hashing to get to understand what is being done and what is what the what the results will be. You can ask for a motion, but you don't need it.
- s. Bob Snyder said, So I think at this point, with moving intoreviewing and developing a new strategic plan for the association, it is best to ask as many questions as possible. And it might be that for some, the question is, well, why are you even asking that? Because I'm not in favor of that? Well, until you ask the question, you get some answers. And get some information. I don't know how you can be opposed anything. So at this point, I think the plan that's been laid out, is to gather as much information to educate the board to educate the membership on what is possible, and what the barriers might be, to going into, you know, a certain direction. You know, there's been some talk about expanding taps on Crown land, we may find that the barriers are tremendous. And so but we've at least we've investigated, because there are members who are interested in that. So at this point, I think the direction is, is fairly solid. There's a lot of work to be done. I think it's good to educate as many people as possible about what the industry is and is not possible to do.
- t. Jack McFadden spoke to this stating that the process of reviewing the past strategic plans and gathering information to move forward. But I would hope that we can focus in on expanding some of those suggested items, that's the work of the Board to me, is to take a look at something the executive have developed.
- u. Frank asked Bill to sit on the Governance committee and help with this process, but Bill declined.
- v. Randal commented that each of the steering groups will develop their mandate at their first meeting.
- w. Bill said he can't participate until the review of the past strategic plans is circulated and asked the executive to commit to releasing that.
- x. John stated he honestly couldn't remember a document like that. It may have been a verbal report. Frank said there were many different reports given at that time. Tthat even if we have it, is it relevant?

20. Other Business

- a. Nelson asked if we have directors insurance. John reply that we do and a separate general liability policy.

21. John asked for confirmation of the next meeting on December 6. Yes, hope we can have a hybrid meeting

22. Motion to adjourn by Nelson McLachlan. just after 12 noon.

Action Items:

1. Model possible HST changes in 2020 data, consult with Brian and accountant, make a recommendation to the board, hold an email vote to resolve HST issue over the next month.

2. Mainline, e-letter, website advertising improvements - John, Frank, Ray, Jules
3. John to send Summer Tour manual to Quinte
4. Fundraising sap bucket in Mainline and e-letter to show how much has been raised for the buddy sap project.
5. CAP input to OMAFRA
6. BPM updates/rework to be discussed and direction decided.
7. More follow up needed by QA and M&P on the OMSPA jug issue. May not be possible until after Strat. Plan done.

Board Meeting Agenda

October 7th, 2021, 9 am to 12 pm

Time	Item	Presenter	
9:00	Call to order, Conflicts of interest, Approval of agenda	FH	5
9:05	Reiterate Meeting protocol	JW	2
9:07	Approval of minutes, July Board Meeting	JW	4
9:11	Business arising from the minutes, action items	JW	5
9:16	Presidents Report	FH	5
9:21	ED's Report inc. Financial update, HST issue, budget	JW	15
9:36	Summer Tour Update, Quinte	SN	5
9:41	RTTC	PT	5
9:46	Events Working Group - Fall in Love w. Maple	LT	5
9:51	NAMSC	BB	4
9:55	IMSI	RB	4
9:59	Break		15
10:14	QA	BB	5
10:19	M&P - report and motion for new chair	SN	8
10:27	CAP Update	JW, BB	2
10:29	Communications		0
10:29	Local Websites, Social media and website reports	JR	8
10:37	Mainline, etc.	RB	1
10:38	Membership	FH	5
10:43	Goverance	RG	10
10:53	Strategic Plan		
10:53	Other Business		0
10:53	Adjourn: Next meeting Monday Dec. 6th, 9 am		4
	potentially a hybrid meeting in Lindsay with 12 in attendance		

Executive Director's Report October 2021

Financial

- Separate financial report to come before meeting
- Budget
 - Initial draft of 2022 Budget to be presented at the December Board Meeting
 - John will circulate form for budget requests to Committee Chairs for submission by Mid-November.
- See HST on memberships report

Round Table Meeting with Minister of Agriculture

- asked to join the Zoom meeting for discussing Export and Trade
 - thirty in attendance.
 - other commodity groups that attended are 10 to 15 years ahead of us in organizational capacity.

Financial report as of Sept. 30 2021

	Budget 2021	September 30th, 2021	Notes
Income			
Membership	58,000	\$57,195	
Donations/membership benefit programs	2,000	\$5,278	\$4778 for Buddy sap research only
OMSPA Publications Income	6,000	\$4,925	
Subscriptions	11,000	\$10,345	formerly publications, sales of
Jug program	20,000	\$6,371	CDL, D&G
Summer Tour	3,000	\$0	
Store Contribution	20,000	\$11,406	
Grant Projects - OMAFRA, CEF & CAP	30,000	\$40,058	10K carry over from last year
Total	\$150,000.00	\$135,577.90	
Expenses			
Office (inc. all postage and non store ship, internet)	4,500	\$2,278	some exp. From John missing
Insurance	4,000	\$3,174	
Admin. Support	33,000	\$24,000	includes membership secretar
Bank Fees	1,800	\$2,062	higher credit card fees this year
Assurance Reporting	2,500	\$2,500	
OMSPA Publications (Mainline, Prod. Survey)	7,200	\$1,983	
Transfers to Locals	11,600	\$11,432	
Subscriptions	11,000	\$7,831	Maple Digest and Maple News
OMAFRA , CAP, CEF Grants	25,000	\$47,112	
IMSI - membership, travel	6,000	\$3,327	
NAMSC - membership,travel	4,000	\$1,840	
Other Memberships	2,000	\$350	AAC \$150, OACC \$500, Vol. C

Storage	1,200	\$900	
Telephone inc. Zoom, Website hosting	3,250	\$2,801	some exp. From John missing
Admin travel	1,000	\$125	
Summer Tour	1,500	\$0	Admin travel + Summer tour s
Production Survey		\$1,000	
Total Base expenses	\$119,550	\$112,715	

*all expense figures are without HST

Committees

Executive

Info. Day Travel	0		
Other Travel	500		
Canadian Round Table contribution	0		
RAIN Project donation	1,000		
	<u>\$1,500</u>		\$0

Research and Tech.

detecting buddy sap	500		
Tubing Damage project	500		
Wood Ash project	250		
Maple Video distribution	500		
U of G Maple analysis project	500		
Contributions to Research Prog.	100		
Acknowledged contributor	1,000		
	<u>\$3,350</u>		\$0

Quality Assurance

Tasting Workshops	1,000		
Summer Tour speakers	0		
BP manual update	500		
	<u>\$1,500.00</u>		\$0

Marketing and Promo.

Foodland ON	250		
external shows (inc. Farm&Food Care membership)	1,000	\$650	
Maple Weekend (items not in RED or CEF)	3,000		
Store Project bottle sticker/paper shopping bags	2,000		
Webinars	1,000		
French Recipe book	5,000	\$4,440.00	
	<u>\$12,250.00</u>	<u>\$5,090</u>	

Membership

Honourary Certificate	600		
Ontario Hall of Fame	200		
membership brochure/promo pamphlet	1,000	\$1,700.00	lane signs
	<u>\$1,800.00</u>	<u>\$1,700.00</u>	

Communications

Website hosting and Maintenance	0		
Revision/Redesign of Mainline	1,500		

Local Web page development	750	
Mainline editing	120	
File archiving and backup	250	\$250.00
	\$2,620.00	\$0.00
Governance and Strategic Planning		
Governance Policy Manual	500	
Strategic Plan review	500	
Sector Development Strategy/Section 12 exploration	1,500	
	\$2,500.00	\$0
Total Committee Expenses	\$25,520.00	\$6,790.00
Total Base Expenses	\$119,550.00	\$112,715.33
Store expenses	\$13,500.00	\$2,497.00
Total Expenses	\$158,570.00	\$122,002.33
Total Income	\$150,000.00	\$135,577.90
Net	-\$8,570.00	\$13,575.57
Bank balances as of Sept 30th, 2021		
RBC account	\$37,238.50	
RBC GIC	\$50,000.00	
Paypal	\$3,198.00	
Cash on hand Total	\$90,436.50	

OMSPA and HST - John Williams, Sept. 30/2021

Problems:

1. Operations: currently we cannot claim ITCs (tax credits) on HST paid for our operational expenses (\$4 to \$6 K per year estimate)
2. Grants/projects: Income from grants does not cover the HST we pay out, plus we currently can't claim this HST as ITC's (\$5 to \$10 K per year estimate)

General principles:

Must charge HST in the sector of our "business" (operations, store, publications, projects) to receive ITCs (tax credits).

If your ITCs are more than the HST collected you get a refund.

If your HST collected is more than the ITCs paid out, you pay.

Current situation:

- we have two HST accounts
 - Operations 0001 - everything but the store and publications, currently includes projects/grants.
 - Store and Publications 0002 - store, and publications
 - includes store expense and income

- includes publications income (newsletter advertising and production/ mailing expenses, subscriptions to Digest and the Maple News)
- Refunds
 - Operations 0001 - Never as we do not collect HST on any of these items, so we can't claim the ITC's
 - There is the possibility of getting a portion of the ITCs back if the percent of our income from government is very high. This is called a rebate. We have not been eligible for several years.
 - Store and Publications 0001 - occasionally we get one if we have a large expense, like a large purchase of inventory for the store. \$0 to \$1000 per quarter.

Issues as our Accountant sees them:

- Can opt to charge HST on our memberships but will the extra work of segregating the bookkeeping be worth the work.
- Cannot get refunds back on our project/grant expenses as we cannot charge HST on this income.

Other Issues:

- need to charge HST on memberships coming in late in 2021 for 2022 if we will be charging in 2022.
 - online renewal form put on hold until we decide.
- we have some 2022 memberships already paid without HST.
 - will likely just have to right this off if we start charging HST.
- Decision to charge HST on membership will only be applicable to our 2022 year. No back dating refund claims into 2021 expenses.

Recommendations:

- Use 2020 and 2021 bookkeeping to break out membership numbers.
 - this will allow an estimate of the benefits and or costs of adding HST

Research and Technology Transfer Committee (RTTC) Report

October 7, 2021 Phil Thomas

Buddy Sap Research:

Dr. DeRosa at Carleton has a Ph.D. student who is starting the maple compound selection this term. She's completed initial preparations and the experimentation will be starting shortly.

Thanks for the financial support from the board for the project as well as individual and local funding. In the next few weeks we expect a decision from the North American Maple Syrup Council on our proposal to use a portion of their 2021 research fund. As outlined in the recent E-letter we need some further support so please **consider how your local can help**.

Damaged Tubing Project:

Bob Gray has received several samples of damaged tubing for our study but would welcome more samples. Some cost reimbursement is available to members for shipping costs.

Producer Training Survey:

Thanks for the feedback on the training survey we sent out in the summer. The response rate was low but it still provided useful guidance for our work with Algonquin College. We are considering re-sending the survey soon to get more input as the summer timing of the first survey was perhaps non-ideal.

NAMSC Oct 2021 Board

The October International Conference has been cancelled after over 2 years of planning that was being held in Niagara Falls, New York. This decision was due to Covid restrictions, on Canadians not being able to enter the USA and travel restrictions by most educational researchers not being allowed to travel. The NAMSC AGM will be held virtually on October 28, this is later than the scheduled conference date to accommodate a commitment by Debbie Thomas the outgoing President of NAMSC.

There likely will be an Education Grant given to Wisconsin regarding a school program for teachers regarding Maple.

The Research Grant will be announced later this month, Carleton U has submitted re the Buddy Sap Project. There was a delegate meeting held September 1, at which both Phil Thomas and I attended. Mostly a status update and recommendations re the Strategy Plan and how to roll this information out to delegates.

There will be a delegate meeting October 6 to solely discuss the Strategy Team findings and recommendations on a path forward including a new hire and funding for the ED position. Winton Pitcoff is being recommended with an increase in compensation for additional hours and expectations. I'll be able to give a verbal update at the board meeting on the outcome of this meeting.

I have been asked to join the executive of NAMSC as VP. This essentially is a 6 year commitment as 2 years as VP, then 2 years as President and 2 years as Past President. This will be only the second time in 60 years that Ontario has been represented on NAMSC executive.

Brian

Marketing and Promotions - outgoing Chair, Steve Needham

1 We have the shopping bag project on the go, and Bob Snider has taken this project on. Bob has conducted a member survey, and reported back. I believe costing is in the process. Thank you again Bob for taking this on.

2 Breakfast on the farm: I believe there is one more left to go in the London area. Everything has been taken care of, by John and the three locals participating. Special Thank you to Brian Bainborough for getting AMPAK to make a custom 250ml jug to be used. Best of all, was the price. FREE. This will allow M&P to make a profit on the event and use the money where you guys decide.

#3 OMSPA Store: As you all know we did a T shirt order now have some in stock, to offer for sale. John is doing a great job handling the inventory.

#4 Events: Maple Weekend and our newest event Fall in Love with Maple (FILM) are on going with Leann as the lead. As all know we just finished the FILM event and hopefully we are able to host the Maple Weekend event in 2022.

#5 In the past 2 yrs we have been working on different grant funding. Most I believe has been exhausted with different projects and has been very useful in our social media campaign and our entire new website. Thank you to Brian and Ray for this. John, Leann and Amy for the administration.

#6 The Royal Winter Fair is going forward with judging this week I read last night in the E letter. As always OMSPA has been a Supporter.

I would like to thank all of the M&P group. I feel it is a very active group with great results. I do believe change in chairs and committees some time I a good choice. Fresh ideas.

I want to thank Leann for taking the new position as M&P chair.

Steve Needham O'hara Sugar Maples

Web reporting.

.All has been relatively quiet this summer for the web reporting. Except for the fall tour. Last minute addition of the participants got Leann, Amy, John and Brent excited for the last minute profile changes. Job well done folks.

.Fall tour also made us aware from our industry partners about having a bilingual site. Our partners inquired for "fall in love tour" for both official languages information so they could post and point to both. As such we were only able to point them to a unilingual only site. We will work hard from now on to make available what we can translate-provide in both languages.

.Starting soon, we will meet and decide how we can refurbish-modernize our ontariomaple.com site.

Omspa.ca reports

.Local web pages have stabilized. Full implementation locals will need to refresh their pages at a minimum 4 times/year, like every 3 months. It would be good to see the "spotlight of a producer" with a new producer for every season. Now is the time to update for the fall season. Please contact me or john for assistance. Remember that Joe Soltice our web designer is available to make your changes if you have forgotten how to do it. We could have a fall season 1 hr training-demo for the still-neophytes if need be.

.For the locals that need assistance in informing their membership about the "Ontario maple sector development process and strategic plan", point them to the blog. Minutes and documents will show your membership how transparent this process has been.

<https://www.omspa.ca/blog>

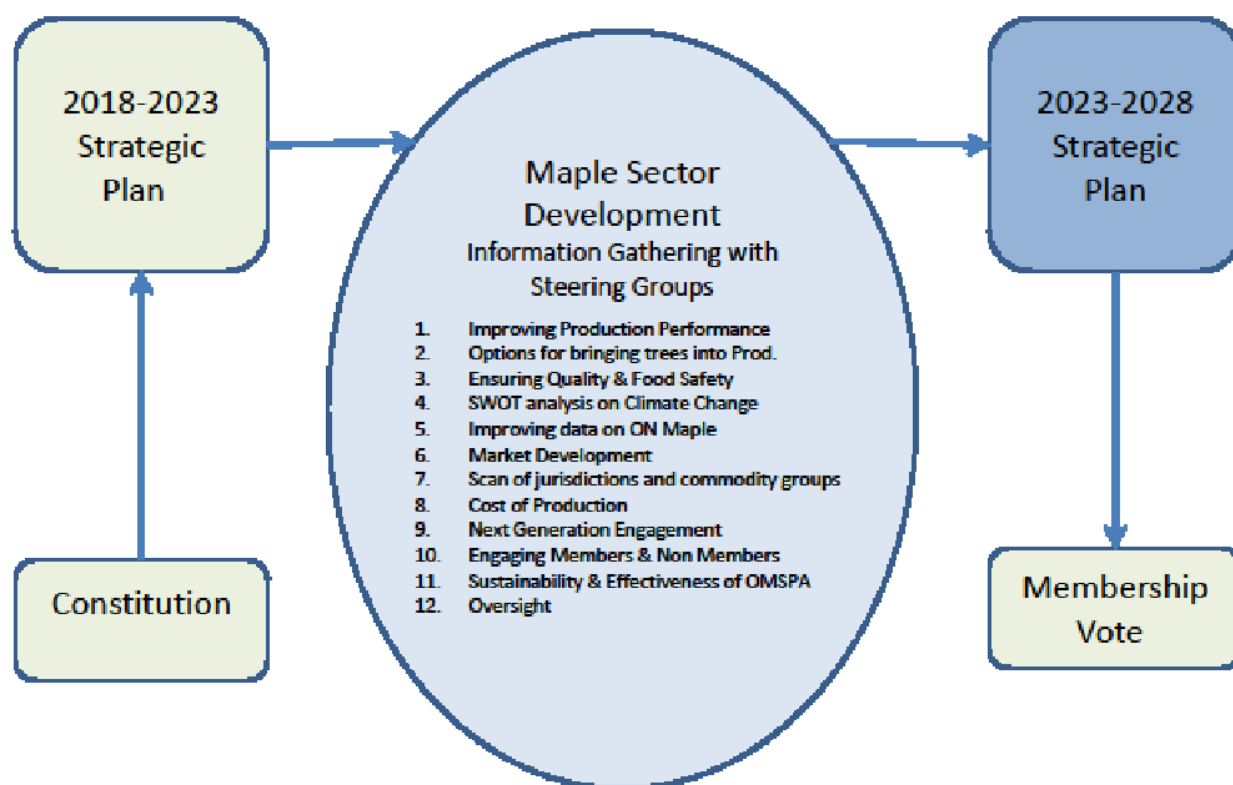
Ask John or myself how to get there if you are not sure. Make this page a 5-10 min demo at your next info-day. This is a must because it was quite evident some of our members were misinformed at our September provincial president meeting. We pay good money for our website as a communication tool. Let's use it like it was mandated to be.

Social Media.

Similar to the web its been quiet too, except for the Fall tour.

If you have any good ideas about how we can make our web and social media more efficient, informative, etc, please send me or john an email.

Sector Development/Strategic Plan Process



Status of Steering Groups (* denotes looking for additional members)

* **SG # 1: Improving Production Performance** ("Applied Research and Training Centre);

(**Phil Thomas**, Martin Savard, Peter Loriman, Art Robertson, plus?) – **Output:** Detailed Concept Paper; **Level of Effort:** *High* due to output (some work has been done by Martin Savard)

* **SG # 2: Explore options for bringing more maple trees into / back into production:** (Review of options: Private Land, First Nations, Crown Land) (**Ray Bonneberg**, Art Robertson, Dave Branson, Nathan Keeshig, Dan & Tracy Seguin, plus) – **Output:** “White Paper Power Point”; **Level of Additional Effort:** Moderate (some work has already been done)

* **SG # 3: Ensuring Quality and Food Safety** (explore options, listing pros and cons, make recommendations) (Brian Bainborough, Peter Loriman, plus) – **Output:** “White Paper Power Point”; **Level of Additional Effort:** Moderate (some work has already been done)

SG # 4: SWOT analysis on Climate Change and the Ontario Maple Products Industry (Paul Renaud, Jenny Liu, Brodie Berrigan) Output: “White Paper Power Point”; **Level of Additional Effort:** Moderate (this is a well versed group)

* **SG # 5: Improving the data on and about the Ontario maple products industry** (what available, the gaps, and how to fill the gaps) (Darryl Halladay, Dave Branson) **Output:** “White Paper Power Point”; **Level of Additional Effort:** Moderate (some work has already been done)

* **SG # 6: Market Development and Product Differentiation:** (Product differentiation, new products, new markets, value chain engagement) (Leann Thompson, Sean Murray, Angela Coleman, plus); **Output:** “White Paper Power Point”; **Level of Additional Effort:** Moderate to High (some work has already been done)

SG # 7: Scan of other maple producing jurisdictions (provinces / states) and other selective farm commodity groups in Ontario (programs, policy, regulations, funding for their organizations and for the producers, how their organizations are organized and idea for other revenue sources) (Randal Goodfellow, Pierrette Desrochers, Brodie Berrigan) **Output:** “White Paper Power Point”; **Level of Additional Effort:** Moderate (well under way)

* **SG # 8: Cost of Production of various models of production in Ontario:** (collect studies from the jurisdictions which have completed COPs, create and test a multivariable dynamic model) (George Horton, Tony Tomory, plus) **Output:** COP Mode; **Level of Additional Effort:** High due to output (some background work has already been done)

* **SG # 9: Engaging the Next Generation:** (SWOT analysis, needs analysis, leadership development, engagement recommendations) (Sean Murray, plus), **Output:** “White Paper Power Point”; **Level of Additional Effort:** Moderate

* **SG # 10: Improving the engagement with Current Members and Non Members:** (SWOT analysis, needs analysis, leadership development, engagement recommendations) (Frank Heerkens, plus), **Output:** “White Paper Power Point”; **Level of Additional Effort:** Moderate

We may consider combining SG # 9 and SG # 10.

* **SG # 11: Improving the Financial Sustainability and Effectiveness of OMSPA:**

(Realignment, constitutional and governance considerations, leadership development, new and / or reduced responsibilities) (Bob Snider, John Williams, Marty Ennis, plus) **Output:** “White Paper Power Point”; **Level of Additional Effort:** Moderate to High, this group will be fed information from a number of other SGs

* **SG # 12: Oversight:** (oversight of consultants and process for quality, timelines, quality of output) (Randal Goodfellow, Bob Snider plus subset of executive & CC); **Output:** Sector Development Strategy, OMSPA 5 Year Strategic Plan / Work Plan; **Level of Effort:** ***Very High*** due to output

1. Phil Thomas, (WW)
2. Martin Savard, (Algonquin College)
3. Peter Loriman, (Simcoe)
4. Art Robertson (Algonquin)
5. Ray Bonneberg, (OV)
6. Dave Branson, (LD)
7. Nathan Keeshig, (G/B)
8. Dan & Tracy Seguin (Algonquin)
9. Brian Bainborough, (Algoma)
10. Paul Renaud, (LD)
11. Jenny Liu, (OMAFRA)
12. Pierrette Desrochier (OMAFRA)
13. Brodie Berrigan, (Algonquin College)
14. Darryl Halladay, (LD)
15. Sean Murray (Algoma)
16. Frank Heerkens (EO)
17. Leann Thompson, (LD)
18. Angela Coleman (EO)
19. Bob Snider, (H/k)
20. George Horton (LD)
21. Tony Tomory (H/K)
22. John Williams, (Simcoe)
23. Marty Ennis, (LD)
24. Randal Goodfellow (LD)

Flow of Funding & Resources

