

Minutes
OMSPA Board of Directors Meeting
December 12, 2023
9:00 am - 12:00 pm
Virtual Meeting

Attendance:

Bob Snider - Haliburton-Kawartha
John Williams - ED
Bill Vandenberg - Southwestern
Amy Shaidle - Southwestern
Jack McFadden-Simcoe & District
Andy Straughan - Algonquin
Randy Goodfellow - Lanark & District
Anne Zoeller - Eastern
Leann Thompson - Lanark & District
Mark Yeomans - Quinte & District
Sophie Krolikowski - OMAFRA
Phil Thomas - Waterloo-Wellington
Kyle Gilbertson - Algoma
Steve Smith - Grey - Bruce
Michael Levitan - Algonquin
Brian Bainborough - Algoma
Ray Bonenberg - Ottawa Valley
Steve Needham - Quinte & District
Al Murray (9:42) - Waterloo- Wellington
Frank Heerkens
Liz Garrett

1. Call to order, conflicts of interest if any, Approval of agenda

The meeting was called to order at 9:02 am.
There were no conflicts of interest identified.

Moved to accept the agenda by Bob Snider and seconded by Bill Vandenberg.

2. Approval of October 3rd Meeting Minutes

*Motion to accept the board minutes from October 3, 2023 by Phil Thomas
Seconded by Michael Levitan . None against. Minutes approved as
presented.*

Discussion item 18 motion passed by Eastern regarding OMAFRA buffers on sugar bushes. A report will be made. Andy Straughan asked to be kept in the loop on this situation.

3. Business arising from the minutes, action items
 - a) Thank you; not done yet; John will do it before the end of year.
 - b) Eastern motions - no work on those yet.
 - c) Use of Jugs - still pending
 - d) OMPSA review - cover in meeting today.
4. President's Report - RG
Refer to attached reports.
5. Local Reports

Wellington - Waterloo

Two activities; one was a food safety seminar about 25 people attended. Food Safety Certificate was issued. There was also a workshop; Bruce Gillilan gave a very good talk on evaporators and making quality syrup. Well attended with 55 in attendance.

Southwestern

Breakfast from the farm - 379 samples served by Bill Vandenberg with very good questions. Display was minimal with only a Sweet Ontario banner. Will order additional banners for next time.

Amy: a lot of quotes for the Maple Production Improvement Grant. Process was ok, but had some producers say it was a bit challenging. 70 applications the first day. (Randal)

Simcoe & District

Beginners Workshop at Wye Marsh which was very well attended with good comments coming back. Getting ready for information day with Grey Bruce in Simcoe on Saturday Jan. 13th. We are hoping to allow virtual access with the help of John.

Quinte & District

Value Added Workshop 28th of October was scheduled but cancelled with only 5 registered. Ordered North American Maple Syrup Producers manuals for all paid up members in 2023. Preparing for Info day and will

conduct a survey to see how many would attend. Planning to provide a free lunch to paid up members as we have money in the bank.

Ottawa Valley

Not much to report. Thanks to Bob for the webinar on upcoming changes to OMSPA Governance.

Lanark & District

Summer tour wrap up and funds distributed. Again thanks to Bob re governance. Information day and AGM are being planned. Starting to work on 2024 work plans and 2024 budget. It would be helpful to know board meeting dates and locations especially for travel budget if attending Board meetings in person. First tapping in early March. Working on a marketing package. Lanark County will support marketing for the local in 2024 with a grant. Recruiting the next generation is a topic of interest. John will resend the financial template. Also will circulate the Board meeting calendar.

Haliburton Kawartha

Started planning Info day and first tapping site lined up. Doing a fall workshop but not the plowing match. Two points of discussion: Kawartha has a tree cutting bylaw which they were trying to understand. Fees of about 450.00 if you cut down a tree. Does this apply to forests? The other item was the Maple Production Improvement grant program and the limit of 1000 taps was too high

Grey Bruce

Very quiet; a lot of conversations regarding who has an interest in joining; mostly smaller producers. Hard to recruit with nothing happening. Joint info day with Simcoe. Call out to members to try and stir some interest and recruit.

Eastern:

Had info day and AGM. Tourism day is coming up in January with RTO 9, based on agrotourism. Starting work on Summer tour 2025 still looking for venues. Some interest in maple weekend already.

Algonquin & District

Busy with summer tour 2024 planning. Dates: July 17-19 with the 20th being a self guided tour. Venue will be the Best Western in North Bay. At least one speaker lined up (Mark Isselhardt - UVM), looking at two high level speakers. Trades show on the 17th. Tour to the south on the 18th

with five or six producers followed by the banquet. Tour to the north on the 19th. Two producers took part in FILM. A lot of promotion from other producers sharing posts on social media. Planning info day 16th of January. OMAFRA invited along with the main syrup dealers as a vendors; OWA will be one of the speakers.

Algoma:

Fairly quiet. Planning info day in January.

6. ED Report
The Executive Director presented his report. See bottom of minutes
 - a) Financial Report
 - b) Questions

7. 2024 Budget JW
See budget template submitted
Membership line discussion and bump up to 62K
Remove income from Breakfast from the farm.
North American Maple Syrup Council - discussion of costs and benefits.
FILM added back into the budget to allow for completion of consultation process.
Revised budget to be issued for approval at the February Board meeting.

8. Governance BS
 - a) OMPSA Governance Changes - see Presentation
 - Resolution re: bylaw amendment ONCA which was passed by the Governance Committee.

 - Recommended Governance Structure. Bob will prepare a one pager for membership explaining the structure.

Motion:

Where As the Governance Committee has gained an initial understanding of the Ontario Not-for-profit Corporation Act and has engaged with the leadership of OMSPA's locals on proposed changes to OMSPA's By-Laws and governance structure And whereas the Board of Directors has received Governance Committee Report

Be It Resolved that the Board of Directors directs the Governance Committee to proceed with a By-law Amendment is compliant with the

Agricultural and Horticultural Organizations Act, the Ontario Not-for-profit Corporation Act and incorporates the following:

- i. The number of Directors to be set in the range of 3 to 20 and that each local region can nominate one Director and that there be up to four additional Directors at Large for a term of one year with no limit on the number of terms. Ex officio Directors (non voting) include the Executive Director, OMAFRA representative and past Chair. By resolution of the members (can be delegated to the Board) the number of Directors shall be fixed within the range. (ed. As proposed the number of Directors would be fixed at 18).
 - ii. Directors may elect or appoint at the first meeting following a AGM a Chair of the Board, a Secretary and a Treasurer. The Directors may elect or appoint other Officers including but not limited to a Vice Chair (ONCA sec 42). A Director may hold more than one position.
 - iii. The Board may approve the constitution of committees including local Chapters, the Terms of Reference including mandates for each committee, the Chair and members for each committee.
- Moved by Bob Snider and seconded Phil Thomas motion is carried.

Note: this was not a final approval of these amendments. That must be done by the members at a meeting (AGM). This is approval to continue in this direction of developing the amendment for presentation to the members. See attached presentation for further details.

b) Committee mandates - see below.

9. OMAFRA Update - Sophie and Susan

Not much to update; not much going on. Information Days travel budget for specialists in general has been limited as year end approaches. Asked to prioritize which info days to attend, especially where an overnight is involved. Waterloo- Wellington has contacted Sophie to bring in a Misco refractometer to check density (hydrometer) equipment that can accommodate virtual. She will try to go to Algoma due to indigenous component. Request for names of individuals that received the Maple Production Improvement grant so we can determine if they are OMPSA members by Jack McFadden. Leann asked Sophie about having equipment to calibrate density measurement at the Lanark & District

Information Day. They will connect offline. Sophie asked the locals to contact her about which days she can attend in person.

10. Committee Chair Report

a) Mandate update/progress

Applied Research Tech. Transfer: Phil - Buddy sap project review next week.

Best Practice: Brian grant writing for best practices and meeting with Centre Acer

Governance: Bob has not gotten committee mandates through exec committee yet and will provide them when available.

Govt & relations: Randal meeting with Ag. minister in new year core funding and then looking for training dollars. Crop Insurance study will be done. On going discussions with Centre Acer on Training programs available plus best practices. 3D visual tour on maple may be available at a much better price. Providing input to survey on Environmental Farm Plan update.

ISMI Ray submission on Black Ash as an endangered species and how that's going to roll out (included in the board reports). Article in Mainline also.

Marketing, Branding and Promotions- Leann: Maple Weekend April 6 and 7th confirmed date. Please promote at info. days. Feb 4 is the deadline.

First tapping if you need any support please notify Leann.

Membership serv: Frank nothing to report yet. Meeting in the new year.

Plug for the New York classic first week of January.

Training: no update.

North American - Brian: successful NAMSC conference this fall.

Algoma hosting this in 2026. Speakers and hotel committed. Citadel has withdrawn as Quebec's delegate. The PPAQ has been approached to join as Quebec's representative and has indicated an interest. They will likely host the AGM in 2027.

11. Summer Tour Update

Many details covered earlier. Planning to inform and recruit AMSPA members at the Info. Day on the 16th for more help. More details are being hammered out. Assistance from last year that we can share ie: like registration, payment etc. Sugar Stone Farm (the Straughans) asked to do the provincial tapping. Just working on a date.

12. Other Business

a) Info Days 2024

Covered previously today. Provincial wide webinar in February.
Randal and Bob will split up attendance at the various Info. Days.
Randal requested 30 minutes in each local's agenda for an OMSPA presentation.

- b) Correspondence to the Board
Letter from Halliburton regarding production grant; copy is in the folder.

- 13. Adjourn: Next Meeting February 11 or 12, 2023? by Zoom
 - a) Board Calendar - John will circulate. In the Board folder.

Motion: to adjourn Randall, and Frank Heerkens,

Action Items:

Thank you to contributors to jug program - John

Eastern Motion #1 - follow up with OMAFRA (G & IR)

Eastern Motion #2 - Report by G & IR on pesticide and herbicide residues

Reuse of glass packaging - Membership Services to investigate

OMSPA Governance/Structure review - Bob Snider

Board calendar on omspa.ca? Bob and John.

Reports

President's Report:

The Story That Keeps on Going

By Randal Goodfellow

It is Thursday, November 2nd and I just got off a zoom interview with 'Your Morning', which is CTV's national morning show. This is the 3rd major media interview (the others were Global's 'Focus Ontario' Show, and the Toronto Star).

The press release by the Minister of OMAFRA, announcing an investment in Ontario's maple sector was on September 26th. This means that the story has retained senior media

attention for over 5 weeks. Can you remember any other agricultural related announcement, in the general media, that has retained interest for this long?

I would like to fool myself and think that the story has sustained itself because I do such a great interview; but the real reason is that people are truly interested in maple syrup and our industry. The questions being asked by the interviewers can be summarized:

1. How is it with as many or more maple trees than found in Quebec, Ontario produces only 1/30th of the amount of maple syrup that Quebec does?
2. How did New Brunswick grow so quickly to displace Ontario as the second largest producer of maple syrup production in Canada?
3. Is the recent funding announcement by OMAFRA all that is needed to grow the Ontario maple syrup sector?
4. What else needs to be done to grow the Ontario maple syrup sector?

For the first two questions I have answered that the growth over an extended period of time in Québec, and in a comparatively short period in New Brunswick is due to direct government support to their maple industries. I indicated that this came about by the industry working closely with the government to create policy and funding programs as part of a rural economic development strategy.

The answer to the third question is that the recent announcement is only a step on path to grow the industry in Ontario.

As to the fourth question, I answered that we need to attract additional people to the sector who want to produce at larger scale than is currently the Ontario norm. To increase Ontario's production towards its potential we need to let people know of the attractiveness of the business model at scale, and we help existing and new entrants get to scale. This help (which has been received in other maple producing provinces / states) needs to be in the form of:

1. Capital grant assistance for producers to grow;
2. Financial support for our industry association (OMSPA) to lead the sector into the future;

3. Increased training / professional development.

Until, the next Newsletter;

RRG

La Releve - 'raising up of the next generation'
by
Randal Goodfellow, President

In preparation for the Eastern Ontario Local AGM / Info Day which takes place at the end of November, recognizing that a significant part of the membership of the Local is francophone I used a French word / concept for the title of the presentation.

As a number of you may know I am an Anglophone who was born and raised in Quebec. It was not uncommon for French words and concepts to slip into 'Quebec English'. I have many examples of this but in the case of this president's message, one of these was La Releve, which was frequently discussed in the agricultural sector while I was in my teens and twenties.

La Releve in the agricultural context refers to the need to / responsibility of the current generation to proactively "raise up the next generation" into the agricultural sector and into leadership positions in the agricultural sector. It is our individual, as well as OMSPA's role, to proactively **raise** up the next generation by supporting / preparing the next generation to take over from us. With this in mind let's look at some recent events and activities.

On behalf of OMSPA I recently attended the **Ontario Federation of Agriculture Convention** on November 20th - 22nd

The OFA recently updated their Strategic Plan, based upon consultations with their membership, high importance was placed on:

- Attracting younger highly qualified people to the sector;
- Professional development and skills training of existing farmers.

Doesn't this sound familiar to what OMSPA members have been saying?

One of the sessions at the OFA Convention featured a panel of young / emerging leaders under 40 who were County Federation Presidents and Directors on the OFA provincial board; to a person they identified the need for Leadership and Governance Training early in their leadership journey. As an aside, to a person they also said that never say to them that "something can not be done because it was tried and had not succeeded in the past" but to rather listen to them for ideas based upon their current experience how it could now be done.

What OMSPA have begun to do about Skills Training and Leadership and governance Development:

1. We have formed and mandated a **Training Coordination Committee** - Dave Branson, who chaired the recent Summer Tour to be chair of this Committee. Connecting with members to understand their training needs and matching these needs to training resources, then working with Locals to host training events. We are now meeting with training course suppliers such as Centre ACER to understand what they have to offer.
2. We have announced at the OMSPA AGM in July a **Bursary Fund** to financially support emerging leaders to obtain Leadership and Governance Training from programs such as but not limited to the Advanced Agricultural Leadership Program. OMSPA treasurer, Bill Vandenberg is actively exploring the way to structure and govern this bursary fund and will be bring recommendations to the OMSPA board in the early new year. FYI we already have a sizeable first donation to this fund.

My Discussions with the Minister of OMAFRA at the OFA Conference

1. The Minister was on top of the status of the capital funding program, immediately recognizing that the capital funding program was quickly over subscribed. She suggested a 'What's Next' meeting after Christmas to discuss the next steps in working with us to further develop the sector.
2. Items on the agenda for the 'What's Next' meeting (renewal / increase of the capital grant program, initiatives to attract younger people to the maple sector, support for training programs, OMAFRA staffing for maple syrup quality / food safety regulations oversight.

Best of the Season to all. I look forward to seeing you all in January / February at your AGMs / Info Days.

Executive Director's Report for December, 2023

Financial

- Budget
 - Have received most committee requests
 - Draft budget finished today

Grants

- Grow Ontario Grant was submitted in July but the province is in discussions with the Feds to see if we will qualify

- This was for \$90K, 50% share for a project to plan a multi year marketing campaign for Ontario Maple.
- Maple Production Improvement Initiative
 - Fielded some calls after grant closed for help with the COP. Some people had not submitted their COP.
- Working with Amy and Leann on a new potential tourism grant through Fed. Dev. Southern Ontario

Marketing, Branding & Promotions

Fall in Love with Maple

- Assisted Leann and Amy with communications, webforms and website updates

Communications

- Mainline
 - Should be in the mail in the next few days
 - Copy due for next Mainline Feb. 15th
- Still some interest coming from the media around expanding maple in Ontario

Membership Services

- Members paid up for 2024
 - Total approx. 300. Half prepaid last year, other half have paid in the last 3 weeks
- Need to finish off work on the Membership Flyer
- Good work done with the help of George Brook on review of store items and other services for members.
- Working with Frank to set up meeting with the membership committee to determine next steps.

Dates:

- Next board meeting on Zoom - Tuesday., December 12th 2023, 9 am to 12pm

OMSPA 2023 Financial Report December 9 2023

	Budget 2023	Dec. 9, 2023	Budget Notes
Income			
Membership	\$60,645	\$62,695	includes income from corp. spon. membership portion
Donations/membership benefit programs	\$7,000	\$684	no significant donations, small ones with membership renewals
OMSPA Publications Income	\$16,105	\$8,042	Corp. Sponsorship uptake lower than budgeted
Subscriptions	\$11,000	\$11,372	
Jug program	\$20,000	\$26,815	CDL, D&G, Ampak
Summer Tour	\$10,000	\$16,400	Auction \$4.3K plus \$12.1K split
Store Contribution	\$16,000	\$16,839	
Grant Projects - OMAFRA & Fed Dev	\$62,000	\$57,821	
Farm & Food care-Breakfast from the farm	\$4,000	\$0	likely to stay at zero this year.
Total	\$206,750.00	\$200,667.84	
Expenses			
Office (inc. all postage and non store ship, internet)	\$5,000	\$4,062	See details B73, software costs higher than expected
Insurance	\$3,750	\$3,173	
Admin. Support	\$44,675	\$39,083	\$5500 of John covered on grant line otherwise on track
Bank Fees	\$3,000	\$2,483	account fees less w. new acct. type, cc fees lower with Quickbooks
Assurance Reporting	\$3,000	\$3,371	
OMSPA Publications (Mainline, Prod. Survey)	\$7,950	\$6,389	done at current Mainline layout printing and mailing costs
Transfers to Locals	\$11,600	\$12,040	
Subscriptions	\$11,000	\$9,406	Maple Digest and Maple News
OMAFRA Grants	\$60,900	\$61,608	Sect dev. \$18700, GR Marketing \$8000, TR \$34740
IMSI - membership, travel	\$5,000	\$5,024	\$3400 membership, \$1600 travel- Quebec
NAMSC - membership,travel	\$9,250	\$9,861	Costs for International meeting still to come
Other Memberships	\$1,000	\$800	AAC \$150, OFA \$500 TBP, Vol. Can. \$150
Storage	\$1,300	\$1,320	Storage to \$110/month in April
Telephone inc. Zoom, Website hosting and maint.	\$2,400	\$2,027	omspa.ca renewal to come
Admin travel	\$2,000	\$253	Two board meetings plus regular local mileage
Summer Tour	\$2,150	\$3,017	Admin travel (half of \$1300) + S. tour speakers (\$1500)
Misc Exp. Breakfast from the Farm	\$2,000	\$0	
Total Base expenses	\$175,975	\$163,916	
Committees			
Executive			
Info. Day Travel	\$3,000	\$2,257	
Other Travel	\$2,000	\$448	board room for board meeting - Orillia
Canadian Round Table contribution			as needed
	\$5,000	\$2,705	
Research and Tech. (see above for Jug contribution)			
detecting buddy sap #1			\$3750 paid out, to come from accrued funds
M-ART centre definition	\$1,000		
Carbon Neutral research	\$1,000		
Tubing Damage project #2	\$500		
Samples to Research Programs#5	\$100		
Fertilizer/Lime application Hubbert/Matthews #4	\$0		
	\$2,600	\$0	
Quality Assurance			
Tasting Workshops	\$750	\$636	Algoma - Sept. Plus ?
Assistance to IMSI Grading Workshops	\$300	\$242	
Hobbyist Q&A sheet from NAMSC	\$500		
BP manual update			to be funded
	\$1,550	\$878	
Marketing and Promo.			
Ontario Maple Marketing Plan/Proposal			
Social media management (12 months @ \$300)	\$2,700	\$3,000	\$750 to come for Nov. and Dec, puts us \$250 over
Consumer Newsletter (5 mon. @ \$250)	\$1,000	\$750	one more to come, will have \$250 under here
Maple Weekend/FILM Social/promo (\$1850 each)	\$1,850	\$1,850	\$850 coord. \$1K promo, MW cover by TRF
Advertising, etc.			

OMSPA 2023 Financial Report December 9 2023

	Budget 2023	Dec. 9, 2023	Budget Notes
external shows (inc. Farm&Food Care membership)	\$1,500	\$1,575	Food & Farm Care memb., Royal sponsorship,IPM, etc.
	\$7,050	\$7,175	Approx. \$3500 spent in Grassroots marketing line
Membership			
Reprint of Member certificate	\$500.00		
membership brochure/promo pamphlet	\$1,500.00		#1 underway
Ontario Hall of Fame	\$400.00		#2
Competition sponsorship			#3 removed to cut deficit
Membership Management System			see above
	\$2,400.00	\$0.00	
Communications			
Revision/Redesign of Mainline	\$2,000.00		#1, #4 Mainline editing included in base
Maple Tree planting at Summer Tour	\$400.00	\$343.00	#2
French language updates ontariomapple.com	\$500.00		Plugin for auto trans. plus manual updates
Forest Management/Climate Change Poster			#3 removed to cut deficit
Local Web page development and maintenance			to base
Web (omspa.ca) page development and maintenance			to base
Meetings and travel	\$200.00		
Website consolidation MW with ontariomapple.com	\$0.00		
	\$3,100.00	\$343.00	
Governance			
Governance/constitutional changes - meetings/travel	\$500		
ONCA review and legal	\$1,500		
	\$2,000		
Government and Industry Relations			
Building Partnerships - travel, fees, conference	\$2,000		\$216 With OWA, OBA, OFA, AAC, OFA membership in base
Funding application work w. OMAFRA, etc.	\$2,500		
Budget for proposal writing	\$5,000		
Sector Development Strategy			
	\$9,500	\$216	
Total Committee Expenses	\$33,200	\$11,317	
Total Base Expenses	\$175,975	\$163,916	
Store expenses	\$12,800	\$13,471	
Total Expenses	\$221,975	\$188,704	
Total Income	\$206,750	\$200,668	
Net	-\$15,225	\$11,964	Reserve approx \$25K, Typical balance \$105K Need \$80K for one year reserve
December 9th cash on hand	\$58,574.02		
GIC	\$51,500.93		

OMSPA 2024 Budget December 2023 V3

	Budget 2023	Budget 2024	Funds needed or outside budget	Budget Notes
Income				
Membership	\$60,645	\$60,840		portion of corp. & business sponsorships added
Donations/membership benefit programs	\$7,000	\$2,000		significant donor has come forward
OMSPA Publications Income	\$16,105	\$10,000		includes newsletter advert. plus portion of sponsorships
Subscriptions	\$11,000	\$11,000		
Jug program	\$20,000	\$25,000		CDL, D&G, Ampak
Summer Tour	\$10,000	\$10,000		Auction \$4K plus \$6K split
Store Contribution	\$16,000	\$16,000		
Grant Projects - OMAFRA	\$62,000			
Farm & Food care-Breakfast from the farm	\$4,000	\$0		\$4K per event ?
Total	\$206,750.00	\$134,840.00		
Expenses				
Office (inc. all postage and non store ship, internet)	\$5,000	\$5,000		See details B73
Insurance	\$3,750	\$3,500		
Admin. Support	\$44,675	\$46,909		John plus Liz full year
Bank Fees	\$3,000	\$2,500		lower account fees
Assurance Reporting	\$3,000	\$3,500		Notice to reader 2023, review engagement 2024 - costs to at least double n
OMSPA Publications (Mainline, Prod. Survey)	\$7,950	\$7,950		done at current Mainline layout printing and mailing costs
Transfers to Locals	\$11,800	\$11,800		
Subscriptions	\$11,000	\$11,000		Maple Digest and Maple News
OMAFRA Grants	\$60,900	\$0		
IMSI - membership, travel	\$5,000	\$5,000		\$3400 membership, \$1600 travel- Quebec
NAMSC - membership, travel	\$9,250	\$5,250		\$2750(483*4*1.4) membership \$2500 travel - Crogan, Mass,
Other Memberships	\$1,000	\$1,000		AAC \$150, OFA \$500, Vol. Can. \$150, Centre Acer \$2500 paid in 2023
Storage	\$1,300	\$1,300		Storage to \$110/month in April
Telephone inc. Zoom, Website hosting and maint.	\$2,400	\$2,240		See details B55 Local board page charge. inc. translation for websites
Admin travel	\$2,000	\$1,000		one board meeting, local travel
Summer Tour	\$2,150	\$2,825		Admin registration, travel + S. tour speakers (\$1500)
Misc Exp. Breakfast from the Farm	\$2,000			
Total Base expenses	\$175,975	\$110,774		
Committees				
Executive				
Info. Day Travel	\$3,000	\$2,500		
Other Travel	\$2,000	\$1,500		
Canadian Round Table contribution				as needed
	\$5,000	\$4,000		
ART				
detecting buddy sap #1			\$33,000	\$500 take from donations in reserve. \$32.5K from NAMSC
Carbon Neutral research #2	\$1,000	\$2,500		\$2.5K to NSERC research, removed \$1k extra, what's it for?
Tubing Damage project #3	\$500			\$2000 removed DNA analysis at Trent
Samples to Research Programs#4	\$100	\$100		
Forest Health decline due to Climate Change #5				\$500 removed
	\$2,600	\$2,600		
Best Practices				
BP manual update			\$30,000	Technical writing (10), Graphics & formatting (3), French translation (3), Hard copy
Hobbyist Handout			\$1,000	find funding
Assistance to IMSI Grading Workshops				500 removed
	\$1,550	\$0		
Communications				
Revision/Redesign of Mainline	\$2,000.00			removed \$1000
Maple Tree planting at Summer Tour	\$400.00			#2 removed \$400
French language updates ontariomaple.com	\$500.00			moved to base
	\$3,100.00	\$0.00		
Governance				
ONCA review and legal	\$500	\$5,000		
	\$2,000	\$5,000		
Government and Industry Relations				
Building Partnerships - travel, fees, conference	\$2,000	\$1,000		With OWA, OBA, OFA, AAC, OFA membership in base
Funding application work w. OMAFRA, etc.	\$2,500	\$2,000		
Budget for proposal writing	\$5,000	\$2,000		
Sector Development Strategy				

OMSPA 2024 Budget December 2023 V3

	Budget 2023	Budget 2024	Funds needed	Budget Notes
	\$9,500	\$5,000		
Marketing, Branding and Promo.				
Ontario Maple Marketing Plan/Proposal			\$90,000	Grow Ontario grant (\$45K), find other funders for most of other \$45K
Social media management (12 months @ \$400)	\$2,700	\$4,800		
Consumer Newsletter (4 @ \$250)	\$1,000	\$1,000		
Maple Weekend/FILM Social/promo (\$1400 each)	\$1,950	\$1,400		\$1400 removed FILM \$900 coord. \$500 promo x 2
Holiday Advertising Campaign		\$600		
external shows (inc. Farm&Food Care membership)	\$1,500	\$1,500		Food & Farm Care memb., Royal sponsorship, IPM, etc.
	\$7,050	\$9,300		
Membership				
membership brochure/promo pamphlet	\$1,500.00		\$1,500	#1 find funding
Ontario Hall of Fame	\$400.00			#2 removed \$400
Crogran International Hall of Fame				removed \$1000
Membership Management System				see above \$3000 included in base fund request from OMAFRA in Admin lin
	\$2,400.00	\$0.00		
Training				
Survey of members on Training needs		\$1,000.00		removed \$1000
Survey of available content		\$1,000.00		#2 removed \$400
Coordination of Training		\$1,500.00		moved to base
		\$3,500.00		
Total Committee Expenses	\$30,100	\$29,400		
Total Base Expenses	\$175,975	\$110,774		
Store expenses	\$12,800	\$12,800		
Total Expenses	\$218,875	\$152,974		
Total Income	\$206,750	\$134,840		
Net	-\$15,225	-\$18,134		Reserve approx \$25K, Typical balance \$105K Need \$80K for one year reserve Surplus from 2023 expected to be around \$8K

See board report folder for more reports.