

CR/PWS Marketing Association
Board of Directors Meeting Minutes
November 12, 2015 – 1:30 pm
Cordova Center Education Room & Teleconference
Dial-in info: 1-800-791-2345 PIN: 28095
Voice file: 20151112.MP3

	6.10.15	8.19.15	8.25.15	9.16.15	11.2.15	11.12.15
Jeff Bailey (JB)	P	P	P	P	P	P
Bill Lindow (BL)	P	P	P	P	E	P
Thea Thomas (TT)	P	P	P	P	P	P
Dennis Zadra (DZ)	P	P	P	P	P	E
Michael Hand (MH)	P	P	P	P	P	P
Susan Harvey (SH)	E	P	P	P	E	P
Rich Wheeler (RW)	P	P	P	P	P	P
Shawn Gilman (SG)	P	E	P	P	P	P
Liam Corcoran (LC)					P	P

Staff: Christa Hoover (CH), Amanda Wiese (AW)

Public: Danny Carpenter, Bill Black

A. Intro

1. Call to order, roll call Called to order 1:32 pm

Roll call: TT, SG, MH, SH, LC, JB. BL and RW call in at 1:34 pm

2. Approve Agenda (0:01:07)

Motion to approve agenda with addition of Executive Session

M (SG)/2nd (SH)/P/U

3. Individually approve minutes, 8/19, 8/25, 9/16, 11/2 (0:02:17)

Motion to approve minutes of 8/19

M (SG)/2nd (TT)/P/U

Motion to approve minutes of 8/25

Discussion

-Include the name of each member that comments in future meeting minutes

M (SG)/2nd (TT)/P/U

Motion to approve minutes of September 16

M (SG)/2nd (MH)/P/U

Motion to approve minutes of 11/2 with the addition of Per Nolan's name under Public Comment

M (SG)/2nd (TT)/P/U

4. Member Comment (0:10:25)

Bill Black, Danny Carpenter

B. Director, Committee, Staff Reports

1. President's Report (0:18:09)

Discussion

- Potential for Lower River sonar and Coghill combination project (same technicians)
- Committee could be formed to further discuss this potential project
- Staff action item: Solicit a proposal from Rob Campbell for a Lower River sonar program May 10-June 10. Request that the proposal is on time and for less money, and that PWSSC seek other partners (NVE, ADFG, PWSAC, etc.)

2. Treasurer's Report (0:52:27)

Discussion

- Budget narrative
- Creating a strategic plan and/or a marketing plan would help inform budget

3. Director's Report (1:12:17)

Discussion

- Staff action item: Contact Robert Beedle to get more information about RSW project results
- Staff action item: CH to send a letter to the single state audit office stating that CR/PWSMA will not complete an audit unless they can confirm that we must. Submit letter draft to Joe Levesque for opinion
- RW and MH will attend Fish Expo in Seattle at personal expense
- RW volunteered to head Fish Expo preparation committee next year
- General consensus among directors that it would be desirable for the ED to attend Fish Expo in the future
- Directors and members should consider attending Boston Seafood Show

4. Admin Assistant's Report (1:53:10)

Discussion

- Use both logos on staff report letterheads

5. Programs Report (1:54:12)

Discussion

-Staff action item: Erica Clark to create a one-page report that includes every outcome of media tours (all blog posts, articles, etc.) to be updated continuously

C. Old Business

1. Motion to approve Election SOP (1:57:00)

Motion to pass Standard Operating Procedure (SOP) to committee to refine and bring it back for adoption

Discussion

-Action item: BL, SH and CH to refine/edit Election SOP

M (SG)/2nd (SH)/P/U

D. New Business

1. Staff Project Proposal- membership outreach & contact information collection (2:10:15)

Motion to accept the project proposal with funds transferred from the reserve into Membership Outreach up to \$8,475, with existing PWS and CR logos to be used with additional design

M (TT)/2nd (MH)/P/6-1, RW opposed

E. Conclusion (2:34:22)

1. Member/Board Comments

SG, RW, BL

Discussion

-Staff action item: Acquire remote mics for teleconference phone

-Agenda item for next meeting: Young Fisherman's Summit in Juneau

2. Schedule next meeting (2:40:03)

December 9, 10:00 am

3. Executive Session (2:42:45)

Motion to go into executive session to discuss Revelry PWS marketing plan proposal

M (SG)/2nd (MH)/P/U

4. Motion to adjourn (Not recorded; immediately after executive session)

M (SG)/2nd (SH)/P/U

4:54 pm