

**CR/PWS Marketing Association**  
**Board of Directors Meeting Minutes**  
 April 4, 2018 12:30 am – 2:30 pm  
 Cordova Center Education Room  
 Dial-in info: 1-800-791-2345 PIN: 28095  
 Voice files: 20180404.m4a

|                    | 9.27.17 | 11.01.17 | 12.11.17 | 01.16.18 | 2.20.18 | 4.04.18 |
|--------------------|---------|----------|----------|----------|---------|---------|
| Jeff Bailey (JB)   | P       | P        | P        | P        | P       | P       |
| Bill Lindow (BL)   | P       | U        | X        | X        | X       | X       |
| Thea Thomas (TT)   | P       | P        | P        | P        | E       | P       |
| Dennis Zadra (DZ)  | E       | P        | P        | P        | P       | P       |
| Rich Wheeler (RW)  | E       | P        | P        | P        | P       | E       |
| Liam Corcoran (LC) | P       | P        | E        | U        | P       | P       |
| Blythe Thomas (BT) | P       | U        | P        | P        | P       | P       |
| John D Wiese (JDW) | E       | E        | P        | P        | E       | U       |
| Troy Matveev (TM)  | P       | P        | E        | U        | P       | U       |
| Phil Oman (PO)     | X       | P        | E        | P        | P       | P       |

**Directors Present:** Jeff Bailey, Dennis Zadra, Blythe Thomas, Thea Thomas, Phil Oman, Liam Corcoran

**Directors Absent:** John D Wiese, Rich Wheeler, Troy Matveev

**Staff:** Christa Hoover (CH)

**Members:** N/A

**Guests:** N/A

**A. Intro**

**1. Call to order, roll call: 12:33 pm (0:03:10)**

**2. Approve Agenda (0:04:00)**

Motion to approve the agenda

M (TT)/2<sup>nd</sup> (BT)/P/U

**3. Approve minutes (0:05:00)**

Motion to approve minutes of February 20, 2018

M (TT)/2<sup>nd</sup> (LC)/P/U

**4. Member Comment (0:06:35)**

N/A

**B. Director, Committee, Staff Reports (0:7:00)**

### **1. Treasurer's report (0:07:20)**

Met with ED, Synchrony Bank CD's have been cashed in; check to Leonard & Marten has been sent.

### **2. Staff reports (0:09:30)**

Program Coordinator Report – Presented social media strategy, explained analytics to directors. TT reminded all that there is an ASMI report that speaks to the demographic that actually purchases AK seafood. Reviewed new “Who We Are” sell in deck, created for SENA 2018 for use in meetings in Boston.

Executive Director Report – SENA was excellent this year, great placement in close proximity to all our industry partners. New CR POS materials for 2018 were met with enthusiasm. Our fishermen volunteers were great again this year. Currently working on POS orders and finalizing POS files with printer. In-state PR videos have been promoted on FB February, March, April and ad #2 for Edible Alaska is in the works. Working on some consumer facing PR with various writers. Working on a wine partnership with Erath Winery (a Chateau Ste. Michelle winery). AK Airlines Copper Chef will take place again this year. Annual report will be in focus to be complete by the member meeting need Director letters by 4/20. Member meeting scheduled for 5/22 at 6 pm.

Staff/Committee direction – schedule an In-State committee meeting

Staff/Committee direction – schedule a Quality committee meeting

Staff direction- determine location for vinyl banners in harbor

Staff direction- social media post card for dock walk & flyer for bulletin boards

## **C. Old Business (1:02:25)**

### **1. ADFG funding update (1:02:30)**

All funds were collected: CDFU Gillnet Div. – \$7000. Trident - \$6375, Ocean Beauty - \$6375, Copper River Seafoods - \$6375, North Pacific - \$6375, Alaska Wild Seafoods - \$2500. Total industry and fishermen's contributions total \$110,000. Sonar has been ordered – invoiced at \$107K. Returning funds to any contributors will be determined when the purchase and delivery are complete. Computers have been ordered, paid for and received. Tables are on order.

Staff direction- put the surplus funds on the next agenda to determine course of action

### **2. Set Net Election result (1:10:05)**

Election to terminate the tax did not pass. Area E set net gillnet fishermen remain member of the association.

## **D. New Business (1:13:00)**

### **1. FY19 Budget**

After two Finance Committee meetings the budget was presented to the full Board. The reserve funds allocation was discussed. The motion was made to pass the FY19 budget without making a reserve account deposit as the reserve account is funded according to the association bylaws and policies.

Motion to approve the FY19 budget as presented, without the \$38,379 reserve fund allocation.

M (TT)/2<sup>nd</sup> (LC)/P/U

Voice vote:

Dennis Zadra – YES

Blythe Thomas – YES

Liam Corcoran – YES

Thea Thomas – YES

Phil Oman - YES

**E. Executive Session (1:41:15)**

TT motioned for an executive session (at the request of JB), seconded by DZ.

**F. Conclusion (1:41:38)**

**1. Director/Member comments:**

TT

**2. Schedule next meeting: May 2, 2018, 10 am**

**3. Motion to adjourn (1:45: 25)**

M (BT)/2<sup>nd</sup> (TT)/P/U