

**CR/PWS Marketing Association**  
**Board of Directors Meeting Minutes**  
**February 20, 2018 10:00 am – 12:00 pm**  
**Cordova Union Hall**  
**Dial-in info: 1-800-791-2345 PIN: 28095**  
**Voice files: 20180116.m4a**

	8.23.17	9.27.17	11.01.17	12.11.17	01.16.18	2.20.18
Jeff Bailey (JB)	P	P	P	P	P	P
Bill Lindow (BL)	P	P	U	X	X	X
Thea Thomas (TT)	P	P	P	P	P	E
Dennis Zadra (DZ)	E	E	P	P	P	P
Rich Wheeler (RW)	E	E	P	P	P	P
Liam Corcoran (LC)	P	P	P	E	U	P
Blythe Thomas (BT)	P	P	U	P	P	P
John D Wiese (JDW)	P	E	E	P	P	E
Troy Matveev (TM)	P	P	P	E	U	P
Phil Oman (PO)	X	X	P	E	P	P

**Directors Present:** Jeff Bailey, Dennis Zadra, Rich Wheeler, Blythe Thomas, Phil Oman, Liam Corcoran, Troy Matveev

**Directors Absent:** John D Wiese, Thea Thomas,

**Staff:** Christa Hoover (CH)

**Members:** John Williams

**Guests:** Stormy Haught - ADFG

**A. Intro**

**1. Call to order, roll call: 10:02 am (0:00:25)**

**2. Approve Agenda (0:00:40)**

Motion to approve the agenda

M (DZ)/2<sup>nd</sup> (PO)/P/U

**3. Approve minutes (0:01:00)**

Motion to approve minutes of January 16, 2018

M (DZ)/2<sup>nd</sup> (PO)/P/U

**4. Member Comment (0:01:55)**

N/A

**B. New Business**

### **1. ADFG funding request (0:02:05)**

Request is for partner funding on purchase additional ARIS low frequency sonar unit to supplement existing sonar at Miles Lake. The request is \$75000 out of a total project cost of \$225K. ARIS sonar may allow for in season enumeration of Chinook escapement. There is funding in the local ADFG budget for a crew of 4 at Miles Lake up from 3 historically. At this time, it is still considered a pilot program.

Request is for electronic measuring boards/tables for ASL. Current technology in use are out of date and work intermittently. In an effort to standardize new automated measuring tables and hardware will bring efficiencies to the local ADFG office. Request signifies an upgrade in their data management system and will reduce workloads.

Motion to approve Alaska Department of Fish and Game funding request of \$75000 for sonar and \$4820.90 for tables and measuring equipment for a total of \$79820.90. The funds will be allocated from the Fleet Project Proposal budget of \$43420.00 and \$36580.90 from carryover.

M (DZ)/2<sup>nd</sup> (RW)/P/U

Voice Vote:

Zadra – yes

Wheeler – yes

Thomas, B – yes

Corcoran – yes

Oman – yes

Matveev - yes

Staff direction- notify local ADFG office and Anchorage office, Haught, Vega, Botz and Lewis and work with ADFG to disburse funds.

### **C. Director, Committee, Staff Reports (0:21:20)**

#### **1. Treasurer's report (0:21:20)**

Held Finance Committee meeting 2/19 to review the DRAFT FY19 budget. The DRAFT FY19 budget will be on the next agenda for Board review and possible passage. Process to open an account for reserve funds with Leonard & Martens is ongoing.

#### **2. Quality Committee report (0:24:40)**

Committee identified "low hanging fruit" of brailer bags in the harbor and some harbor wide signage reminding the fleet FISH = FOOD, research sanitation products to make available to the fleet, testing of harbor water to demonstrate the bacteria and pathogens in the water, approached ASMI Technical Director to talk with us at our annual member meeting.

#### **3. Staff reports (0:59:00)**

John Williams, F/V Pelagic, offered his take-away on the Sea Grant Alaska Young Fisherman's Summit. Most notably he was impressed by the business aspect of the information that was offered, running his fishing business as a financially well-organized business. It became clear that CR/PWS fisheries are leaders in the state-wide premium salmon business and we need to keep

that leadership position. Believes that any fisherman of any level of experience would benefit from the summit.

ED report

- Set Net election is now completely in the hands of the State. Postmark date is 3/2, election closes 3/12, certified on 3/22
  - Kyle Kain & Freddy Newirth will be working the booth with us at Seafood Expo North America
  - Currently working on freight for SENA
  - Lining up distributor and retail meetings for SENA
  - Wrapping up DRAFT FY19 budget
- Motion to move \$3808 out of carryover and into the office supply budget and in addition move \$1580 remaining in the miscellaneous marketing budget.

M (DZ)/2<sup>nd</sup> (PO)/P/U

PC report

- at the next Board meeting Kinsey will be available to discuss the social strategy that guides her efforts
- discussion of analytics will also be on the next agenda

#### **D. Executive Session (0:49:00)**

Executive session requested by RW

Currently ED salary range is \$55K - \$75K at the CR/PWSMA

Motion to increase Executive Director, Christa Hoover, salary to \$65,000 effective February 1, 2018.

M (DZ)/2<sup>nd</sup> (RW)/P/U

Voice Vote:

Zadra – yes  
Oman – yes  
Wheeler – yes  
Matveev – yes  
Thomas, B – yes  
Corcoran – yes

#### **E. Conclusion (1:02:00)**

##### **1. Director/Member comments:**

N/A

##### **2. Schedule next meeting: March 28, 2018, 10 am**

##### **3. Motion to adjourn (0:58: 55)**

M (DZ)/2<sup>nd</sup> (RW)/P/U

