

CR/PWS Marketing Association
Board of Directors Meeting Minutes
April 14, 2017 4:00 pm – 6:00 pm
The Cordova Center Education Room & Teleconference
Dial-in info: 1-800-791-2345 PIN: 28095
Voice file: 20170414.M4A

	8.17.16	9.21.16	11.2.16	12.1.16	1.26.17	4.14.17
Jeff Bailey (JB)	P	P	P	P	P	P
Bill Lindow (BL)	P	E	P	E	P	P
Thea Thomas (TT)	P	P	P	P	P	P
Dennis Zadra (DZ)	P	P	E	P	P	P
Michael Hand (MH)	P	E	P	X	X	X
Rich Wheeler (RW)	E	P	P	P	P	E
Shawn Gilman (SG)	P	P	E	X	X	X
Liam Corcoran (LC)	P	E	E	E	P	P
Blythe Thomas (BT)	E	P	P	P	P	P
John D Wiese (JDW)			P	P	E	E
Troy Matveev (TM)			E	E	U	E

Directors Present: Jeff Bailey, Bill Lindow, Thea Thomas, Dennis Zadra, Liam Corcoran, Blythe Thomas, John Wiese
Directors Absent: Rich Wheeler, Troy Matveev
Staff: Christa Hoover (CH), Kinsey Justa (KJ)
Members: Per Nolan

A. Intro

1. Call to order, roll call: 4:04 pm

Roll call: JB, DZ, BL, TT, BT, JW

2. Approve Agenda (0:01:10)

Motion to approve agenda

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

3. Approve minutes (0:01:40)

Motion to approve minutes of January 26, 2016

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

4. Member Comment – n/a

B. Director, Committee, Staff Reports

1. Treasurer's Report (0:2:26)

Held 2 finance committee meetings for FY18 budget process. Committee unanimously approved forwarding draft to BOD for consideration. January/February Treasurer's reports provided. March to be completed upon bookkeeper's return. State Single Audit complete/filed with State of Alaska. No findings in SSA. Federal tax form 990 for FY16 is completed/filed with IRS.

2. Staff Reports (0:5:55)

PC Report – In preparation for SENA, synthesized digital assets, uploaded to ASMI & association websites for industry use, redirected energies to consumer facing website, in house graphic design for Wiese and Landaluce recipe cards. Post SENA refocused on in season sampling program, continuation of consumer facing website edits. May will be CR samples to 4 social influencers. Current focus is First Fish event in Seattle with Alaska Airlines.

ED Report – Update on branding partnerships, ASMI UK video partnership, rebuilding our relationship with ASMI, salmon industry state wide staying on salmon positive messaging in line with ASMI, PWS POS is nearing completion, PWS photo contract with set net operation as well as drifter. Notified BOD set net fleet considering election to terminate assessment. Still considering 2017 video contract. Recipe development continues this season. Current print articles in The Coastal Table, and Alaska Airlines magazine future article in National Fisherman. Finalizing Revelry contract/deliverables. Need to get in-state efforts going again. Thea Thomas agreed to chair In-State PR Committee. Bill Lindow agreed to chair ad-hoc Quality Committee, Dennis Zadra, Blythe Thomas, John Wiese volunteered be on committee.

- Staff direction: draft a letter to set net members
- Staff direction: post print articles to websites in the month following
- Staff direction: put Revelry deliverables into a notebook for review
- Staff direction: SENA reports and In-State PR on next agenda
- Staff direction: research liquor license for annual meeting, reserve CDV Ctr for May 16th, 5:30 pm
- Board direction: hold In-State PR committee meeting

C. Old Business

1. Coghill Weir Funding (1:09:20)

Coghill Weir funding is back in state budget and we are told that it will not be stripped out of the budget.

D. New Business (1:10:10)

1. By-Law amendment (1:10:10)

Proposed amendments to by-laws, to provide for the ability to hold elections by electronic means and to correct an amendment made in 2012 passed by the members rather than the BOD, limiting the personal liability of directors.

Motion to initiate the 30 day notification to members of proposed by-law amendments as presented in the packet – (see attached page 83)

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

2. CDFU Funding Request

Request of \$6500 for the buoy contract. Processors appear resistant to these types of requests unless ALL buyers contribute. BOD agreed to be a 1/3rd partner of the program. Processors/tenders benefit from the program and should contribute. If individual processors are not contributing CDFU needs to do leg work to bring them in to the fold. BOD wants to see ALL buyers contributing.

Motion to fund CDFU ~~the \$6500 request for the buoy contract.~~ \$3400 for the buoy contract.

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

Amendment to the motion: Reduce the funding for buoy contract to \$3400

AM (BL)/2nd (TT)/P/U

-Staff direction: Notify CDFU ED of reduced funding level.

3. FY18 Budget

Bill Lindow asked that the Alaska Young Fisherman's Summit scholarship to be removed from the budget, indicated it as far removed from our mission and that it may benefit only a single member. BOD agreed to remove the proposed line item from the budget.

Motion to approve draft budget for fiscal year end June 30, 2018 for \$467,909, removing AK Young Fisherman's Summit and reallocating the \$1500 to Board Expense.

M (BL)/2nd (BT)/P/U

-Staff direction: Edit budget spreadsheet and narrative to align with the motion.

4. Correspondence

If the Market Information committee at CDFU gets program approval from CDFU BOD we will need to see a detailed program, process, and an indication of participation from buyers/processors.

- Staff direction: Follow up with ED at CDFU on the Market Information committee letter received

E. Conclusion (1:45:40)

1. Director/Member Comments (1:45:45)

Liam Corcoran, Jeff Bailey

-Staff direction: add Liam's inquiry to agenda; doing board work via email

2. Schedule next meeting (1:48:40)

May 10th, 2017, 4:00-6:00 pm, Membership Meeting May 16, 2017, 5:30 pm

3. Motion to adjourn (1:57:10)

Motion to adjourn

M (BL)/2nd (BT)/P/U