



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Board Meeting Minutes

February 2, 2022 – 10:00am AKT

Teleconferenced

1. Call to Order/Establishment of Quorum

President Jackson called the meeting to order at 10:03am AKT. Present were board members Johnson, O'Neill, Temple, Wilson, Ure, and Niver; members Erick Sabo, Buck Gibbons, Keith Singleton, and Luke Peterson; guest committee members Dowie and Crothamel; guests Janis Harsila, Drew Cherry, Ray Hilborn, and John Webb; and staff members Bursch, Dunn, Machain, and Wink. **A QUORUM WAS ESTABLISHED.**

Michael Ferris joined the call at 10:38am AKT.

Hannah Heimbuch joined the call at 11:14am AKT.

Georgie Heaverley joined the call around 11:20am AKT.

2. Approval of Agenda

Ure moved and O'Neill seconded to approve the agenda with the following changes:

- Removing BBFA Price Report Proposal (this has already been discussed and voted down)
- Added Drew Cherry as Guest Speaker as item #4, other agenda items to adjust accordingly
- Add "Proposed Change to Board Election Policy" as new item 9f

MOTION CARRIED WITH UNANIMOUS CONSENT.

3. Approval of Previous Minutes

a. November 17, 2021 Meeting Minutes

Wilson moved and O'Neill seconded to approve the meeting minutes from November 17, 2021. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

4. Guest Speaker: Drew Cherry, Intrafish Editor-in-Chief

Cherry gave a presentation on Seafood in 2022. Some of the topics included:

- Changes brought about by COVID, supply chain disruptions and labor shortages

- Price inflation – consumers are paying more for fish but is there a ceiling on that if they have less money in their pocket?
- Focus on “local” – Bristol Bay has a great story to tell
- Sustainability is no longer optional but a requirement if companies want to hit the mark with consumers. Bristol Bay is well positioned to capitalize on this in their marketing and storytelling. Cherry felt we have everything working in our favor to continue using our brand and marketing to tell our story of local fishermen and overall sustainability.

5. Member Comments

Member Sabo asked about the success of the BBSS brand and Dunn remarked that this is our 5th year of putting in effort on the brand with over 3,000 promotions in the last year alone. It is a collaborative effort with processors, distributors, retailers, and seafood companies; and we are the connection between them all.

Member Singleton commented that the brand is boosted by selling the message of Alaska and sustainability throughout the whole business cycle.

No additional member comments.

6. Executive Director Report

The Executive Director report was provided in the meeting packet. Wink added that Jerry Mucha has been added to the Marketing Committee.

Johnson asked about Wink and Jackson’s visit to Alaska and some of the discussions, and also about the next steps on sustainable packaging. Wink and Jackson responded and gave some insight into the discussions had, including that there is concern on not having over-escapement; and other decisions would require action from the Board of Fish. Regarding sustainable packaging, the consensus is that ASMI is better positioned to take the lead on this project, as they represent more fisheries/species. Johnson moved and Temple seconded to approve the Executive Director report. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

7. Program Updates & Committee Business

a. Finance

Temple gave an update on the Finance Committee and the upcoming meeting tentatively scheduled for mid-February to review 2021 year-

end financials. Machain walked the board through the financial snapshot with the takeaway being that there are still plenty of funds above our baseline reserve that are available to deploy, with board approval.

b. Sustainability

Wink gave an update on Sustainability since Niver was having technical difficulties. The meeting minutes were provided in the meeting packet and project reports were all made available for the board to review and ask questions.

Niver asked about the statute regarding the assessment and percentages allowed for the RSDA. Wink gave some insight and remarked that any recommendations would need to come from the board and/or members, and not from staff.

i. University of Washington Research Proposal

Wink updated the board on a proposal received from University of Washington regarding net length with potential changes to registration and transfer times. UW proposes to use available data to model how much of a difference could be produced from changing these variables.

Johnson moved to approve the research proposal from UW.
Seconded by Niver.

In discussion, Jackson and Wink raised concerns about whether the proposal would end up making a difference for the upcoming season, and noted other important research questions which they would rather see addressed.

Roll call vote:

Yea: Ure

Nay: Temple, Johnson, O'Neill, Niver, Wilson

MOTION FAILED.

Wink asked the board to let him know of other topics they would suggest for UW.

ii. BBRSDA Sustainability Vision Proposal

A draft scope of work from Ocean Strategies was provided in the meeting packet and Jackson sent an email with the proposed budget update for this item.

Temple moved to approve up to \$5,000 for Ocean Strategies to develop a Sustainability Vision statement. Seconded by Johnson.

Roll call vote:

Yea: Ure, Temple, Johnson, O'Neill, Niver, Wilson

Nay: none

MOTION CARRIED UNANIMOUSLY.

c. Outreach

i. Ocean Strategies Proposal

Jackson introduced Hannah Heimbuch and Georgie Heaverly from Ocean Strategies. Heimbuch presented a proposal, which was requested by BBRSDA, to provide outreach and communication support for engaging Bristol Bay setnetters about the question of joining BBRSDA. The proposed project would span 16 months and provide for a natural check-in at the end of 2022 to gauge whether there was sufficient interest in moving forward towards a vote. Heimbuch clarified that the setnet campaign was budgeted not to exceed \$25,000.

Wilson moved to approve a budget not to exceed \$40,000 for Ocean Strategies services in 2022 and extending into 2023. Seconded by Temple. Motion makers agreed to a friendly amendment to clarify that the \$40,000 budget approval includes the previously approved \$5,000 for Ocean Strategies work on the sustainability vision statement. All were in favor of the amended language.

Roll call vote:

Yea: Ure, Temple, Johnson, O'Neill, Niver, Wilson

Nay: none

MOTION CARRIED WITH UNANIMOUS CONSENT.

13 minute recess

ii. Potential Amendment to FY22 Outreach Discretionary Budget

Bursch explained that there would be additional costs of holding a setnet election, but with the new Ocean Strategies proposal this would not happen until 2023. With the adoption of the previous motion, no funding from discretionary will need to be used in FY22.

d. Marketing

Dunn gave an overview of our efforts for 2022. The marketing committee is looking into the next 5-year strategic plan and exploring new ways to expand the marketing program even further. Other updates included:

- Launching quick & easy recipe for air fryers, with a highlight on frozen product
- Working on solidifying partnerships during Lent
- Confirmed chef demos to get the product tasted by consumers
- Globally working on a trade ad in Japan
- Will have a table at Seafood Expo Global Conference in Barcelona, with representation by contractors already registered to attend.
- Will again host the DC Restaurant Week in September, and looking to add a November event in Seattle to align with PME
- Digital content and social media presence is strong – will use this to amplify our creative assets
- Continue to speak to partners and encourage on-pack stickers and BB logos on their product as brand recognition continues to grow

Upcoming industry events include:

- Symphony of Seafoods Open House – Juneau
- SWAMC, March 3-4 in Anchorage
- SENA Boston – March 13-15
- Kodiak ComFish Tradeshow – March 24-26
- Seafood Expo Global in Barcelona – April 26-28

Jackson and O'Neill thanked Dunn.

e. Quality

Bursch updated the board on the RSW program and quality research initiatives and noted that they are the main priorities for staff time in the next month. The NEI processor survey is moving along, they have all the survey responses and are working on compiling the report in time for the March Industry Meeting. Staff is working with Seafood Analytics to clean up and interpret some of the data compiled from the Certified Quality Reader (CQR) so that we can share it with the fleet and processors.

8. Executive Session

Johnson moved and Niver seconded to enter Executive Session at 12:24pm AKT. **MOTION CARRIED UNANIMOUSLY.**

Ure moved and Johnson seconded to exit Executive Session at 1:25pm AKT. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

***Back in regular session at 1:25pm AKT with full board and staff present.*

9. Miscellaneous Business

a. Update on Efforts to Optimize 2022 Harvest Yield

The board instructed Wink to provide members with a summary about efforts to optimize and maximize the sustainable harvest yield in 2022. Information is still being compiled, but progress will be shared via Waypoints, BBRSDA website, and social media channels.

b. Personnel Policy Language for Employee Retirement Program

At the 10/22/21 board meeting, the Board approved BBRSDA joining a 403(b) Retirement Plan with Mutual of America and hosted by Foraker. Staff provided suggested language to incorporate into the existing Personnel Policy.

Wilson moved and O'Neill seconded to approve the provided language for the Personnel Policy regarding the employee retirement program.

Roll call vote:

Yea: Ure, Temple, Johnson, O'Neill, Niver, Wilson

Nay: none

MOTION CARRIED UNANIMOUSLY.

c. Executive Director Evaluation & Personnel Policy Action

Johnson moved and Ure seconded to award Executive Director Wink with a merit bonus for his work in 2021, to be paid by 02/07 in the amount agreed upon in executive session.

Roll call vote:

Yea: Ure, Temple, Johnson, Niver, O'Neill, Wilson

Nay: none

MOTION CARRIED UNANIMOUSLY.

O'Neill moved and Johnson seconded to waive the 15-day limit for unused paid time off for Wink for the 2021-2022 transition year.

MOTION CARRIED WITH UNANIMOUS CONSENT.

d. Meeting Fee Policy

President Jackson sent around an email requesting approval for an amendment to the meeting fee policy to remove the 4-hour minimum time requirement for board members to be eligible for the \$300 meeting fee. It would instead allow a flat \$300/day meeting fee for board meetings, regardless of length. Reasons for the change included prioritizing efficiency in meetings, by removing any sort of incentive to draw them out; as well as acknowledging the substantial amount of time put into preparing for meetings.

Wilson moved and Niver seconded to approve the proposed amendment to the Board Meeting Fee Policy to remove the 4-hour time requirement, to be in effect as of today.

Roll call vote:

Yea: Ure, Temple, Johnson, Niver, O'Neill, Wilson

Nay: none

MOTION CARRIED UNANIMOUSLY.

e. Board Training

In consideration of the time and diligence required by the board to attend these trainings, it was suggested to consider making an exception and extending a single \$300 meeting fee for board attendance at a 4-part (8-hour) board training series in 2022.

O'Neill moved and Niver seconded to allow an exception to the meeting fee policy for the 2022 board training and pay attending board members a total of \$300 meeting fee for their time and efforts on behalf of the BBRSDA.

Roll call vote:

Yea: Ure, Temple, Johnson, O'Neill, Niver, Wilson

Nay: none

MOTION CARRIED UNANIMOUSLY.

f. Proposed Change to Board Election Policy

Staff recommended a tweak in the election policy to implement voting methods that promote majority rule and avoid vote splitting.

Wilson moved and O'Neill seconded to approve the changes to the Policies & Procedures section entitled "Elections of the Board of Directors Policy and Procedures" to update the voting procedures to include language striking the requirement that candidates be nominated for a specific board seat and employ a ranked-choice voting method for open-residency seats.

Roll call vote:

Yea: Ure, Temple, Johnson, O'Neill, Niver, Wilson

Nay: none

MOTION CARRIED UNANIMOUSLY.

Staff also requested an update to the 2022 election timeline to allow updates to voter contact info up until the electronic voting deadline of 4/4/2022. This would allow eligible voters to provide their current/updated phone or email contact information to receive the electronic voting link. It is foreseeable that some members may wish to vote but do not have a verified email address or internet-capable mobile number on file.

Ure moved and Temple seconded to approve the revision to the 2022 election timeline to extend the deadline for updating eligible voter contact info until the end of the election.

Roll call vote:

Yea: Ure, Temple, Johnson, O'Neill, Niver, Wilson

Nay: none

MOTION CARRIED UNANIMOUSLY.

Wink confirmed that voters will only be allowed to vote once and there are measures in place to prevent duplicate votes. Temple suggested we explain in voting communications that this ballot will look different from the past. Staff is prepared to provide very clear instructions on the ballot and other materials.

The board discussed and agreed that, similar to the prior year, the incoming board members terms will begin at the board meeting that is scheduled after the results are announced.

10. Future Agenda Items

- Formal structure around mentoring of incoming board members by sitting board members.
- In regards to storytelling, Johnson suggested the scene of subsistence fishing in the beaches of Naknek and Dillingham and the remarkable event it becomes for those towns. Ure suggested pairing this story with the indigenous connections that RTC has planned to highlight.

11. Review and Plan Future Event & Meeting Dates

Upcoming Meetings & Events

February 10 – Rural Small Business Conference, 10a - virtual

February 23-26 – Kraken Youth Hockey & Watch Party Events, Anchorage

February 24 – Symphony of Seafood, Juneau

March 1 – BBRSDA Industry Meeting, Virtual

March 3-4 – SWAMC Annual Conference, Anchorage

March 13-15 – Seafood Expo North America, Boston

March 17-19 – Alaska Food Policy Council Conference, Virtual

April 26-28 – Seafood Expo Global, Barcelona

Upcoming Board Meetings:

March 8 or 9 – Virtual BBRSDA Board Meeting (tentative)

June TBD – Spring BBRSDA In-Region Board Meeting, Lake Aleknagik?

*Somewhere around June 6-8 time frame.

12. Adjourn

Johnson moved and Niver seconded to adjourn the meeting at 2:08pm AKT.
MOTION CARRIED WITH UNANIMOUS CONSENT.

Total meeting time: 4 hours, 5 minutes

*Board members in attendance: Jackson, Johnson, Niver, O'Neill, Temple, Ure,
Wilson*