



# BRISTOL BAY

Regional Seafood Development Association

## **BBRSDA Board Meeting Minutes**

March 14, 2023 – 1:00pm EST

Aloft Hotel Boston, MA - Seafood Expo North America

Teleconferenced

### **1. Call to Order/Establishment of Quorum**

President Jackson called the meeting to order at 1:02 PM EST. Present in person were board members Sabo, Schonberg, Andrew, Morgan, and Niver; Guests John Steinmetz and Rodrigo Cantowitz; and staff members Bursch, Dunn, Machain, and Wink. Present via teleconference were board member Johnson; and members Larry Christensen, Landon Carpenter, and Janis Harsila. **A QUORUM WAS ESTABLISHED.**

### **2. Approval of Agenda**

Niver moved and Morgan seconded to approve the agenda with the addition of a retail discussion with the guests from Walmart after item 4. Member Comments. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

### **3. Approval of Previous Minutes**

#### **a. February 2, 2023**

Andrew moved and Schonberg seconded to approve the minutes from February 2, 2023. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

### **4. Member Comments**

No comments.

### **5. Walmart Retail Discussion (Steinmetz and Cantowitz)**

Buyers John Steinmetz and Rodrigo Cantowitz from Walmart were present at the meeting to talk with the board. Some highlights of the discussion include:

- Price drives purchasing, followed by quality.
- Walmart sells sockeye salmon in 3800 of their 4200 stores.
- Sustainability is important but it is a challenge to educate consumers.
- Health and well-being are still top selling points.

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- Consumers don't think about portion size and portion price unless the product is priced that way, sockeye may be more expensive than beef on per-pound basis but often similar or less per portion.
- Consumers expect quality product from Walmart and if the quality is low, they go direct to Walmart customer service and then the manufacturer.
- Quality in the display is the best marketing tool.
- Quality is integral for healthy sales.

Dunn reminded the group to keep all of the Walmart information not shared in the minutes confidential.

## **6. Executive Director Report**

Wink gave a high-level overview of the various programs and activities included in the ED report.

Niver moved and Morgan seconded to approve the ED report as presented.

**MOTION CARRIED WITH UNANIMOUS CONSENT.**

Johnson gave an update on the recent Board of Fish discussions regarding king salmon. He added that we should look to educate our members regarding potential future regulation changes for all river systems.

## **7. Program Updates & Committee Business**

### **a. Finance**

#### **i. Financial Snapshot**

Machain walked through the bank balances and cash projections highlighting the recent board-approved budget additions.

#### **ii. FY23 Budget Review**

The updated budget for FY23 was included in the meeting materials. This has been updated to reflect the higher assessment income and includes the additional \$790K retail promotions bucket approved by the board.

#### **iii. FY22 Financial Statements**

The finance committee recommended the Q4 2022 Financial

Statements to the full board for approval. These were provided in the meeting materials and there were no questions.

Niver moved and Morgan seconded to approve the Q4 2022 Financial Statements. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

#### **iv. Finance Policy Updates**

These policy revisions came as a recommendation from the finance committee. The draft language for both updates is provided in the meeting materials with colored text showing the suggested revisions.

##### **1. Contract Review Policy Language**

Proposed language is as follows:

###### Contract Review over \$50,000

Any and all contractual agreements made on behalf of the Corporation that exceed \$50,000 shall be reviewed and approved by a minimum of 2 members of the Executive Committee before being signed by either party. This includes projects that are already in the budget and/or already have board approval. Approved contracts require explicit approval (not necessarily a signature). That approval may be transmitted electronically (email, fax, etc.).

##### **2. Funds Transfer Policy Update**

The following sentence was proposed to be deleted from the existing Funds Transfer Policy:

*To delete: "Transfers from a Vanguard account require a telephonic transfer request by the two approvers, one each from the board and the staff."*

Niver moved and Schonberg seconded to approve the finance policy updates provided in the meeting materials. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

\*10-minute recess\*

## **b. Marketing**

### **i. Ratify increase to FY22 Promotions budget**

Niver moved and Sabo seconded to ratify the email vote to increase BBRSDA's Retail and Food Service Promotions budget in its Marketing program by \$790,000, due to the need to increase sales velocity following the record 2022 season.

**MOTION CARRIED WITH UNANIMOUS CONSENT.**

This brings the total FY23 Retail and Food Service Promotions budget to \$1,000,000. Dunn explained the current review process by the executive committee for larger promotions in this promotions bucket.

## **c. Sustainability**

The meeting materials included BBRSDA's comment to Board of Fish. The comment restated research that we'd like to see done and talks about a literature review of the affect of sockeye abundance on kings.

## **d. Quality**

### **i. Update to scope of RSW apprentice program**

Bursch gave an update on the past and present RSW courses. She is soliciting feedback and will share with the board. Staff is working on a Request for Proposals for the RSW Apprentice program. Regarding CQR machines, Mark Buckley has a project in the works with a processor, and Seafood Analytics is also interested in pursuing more research with the CQR machines.

The Quality Committee recommended to expand support for the RSW Apprenticeship program to apply to apprentices up to 3 years.

Andrew moved and Morgan seconded to expand the eligibility for the apprenticeship program to up to 3 years. **MOTION CARRIED UNANIMOUSLY with Schonberg recusing himself.**

## **e. Outreach**

### **i. KDLG "Bristol Bay Fisheries Report" proposal**

KDLG is requesting \$70,000 for this year's Bristol Bay Fisheries

Report, whereas the current budget only includes \$50,000. The board was interested in learning what percentage of the total our partnership covers. The board was in favor of supporting the fisheries report, but also would like to start soliciting other sources to contribute in the long-run, as costs will only increase over time.

Sabo moved to approve the KDLG BB Fisheries Report for \$50K with up to an additional \$10K if matched by another contributor(s). Seconded by Schonberg. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

## **8. Miscellaneous Business**

### **a. Boston Seafood Show discussion**

The board discussed some impressions of SENA. Highlights include:

- Seeing a lot of value-added products (ex: pre-seasoned)
- Competition with farmed fish is overwhelming
- Focus on building with our primary partnerships
- Work with processors to ensure a quality product is delivered
- Our strength is connecting with the consumer on our story
- Our Sustainability aspect is a strong benefit over farmed fish
- Could there be a benefit to having an Alaska Pavilion at SENA

### **b. Vessel insurance proposal**

No update at this time.

### **c. Setnet membership update & review of draft Bylaws & policies**

Bursch shared the draft Bylaw and policy changes needed in the event setnetters join the BBRSDA. While no action is needed at this time, staff would like to be ready in April to have the board and our setnet ambassadors feel comfortable enough to solidify those bylaws. The draft policy included language options for the board to consider before the April discussion.

Board, staff and setnet ambassadors will be putting eyes on it to fine-tune before final board review and approval.

Regarding the setnet election timeline, staff's outreach plan is to send the 2022 Annual Report to all of the setnetters accompanied by a

letter. Bursch is working with Ocean Strategies on outreach with the goal this spring being to spread the word and answer questions.

**d. Denali Commission study proposal & discussion**

We have up to \$150,000 available to do a feasibility study, resulting from our grant proposal last spring. Some ideas mentioned include: a broad study written proposal along the lines of a feasibility study for a freezer barge; fish wheels or traps to deal with excess salmon; co-op for foregone harvest; deep chill ice technology; testing slurry ice machines on tenders; etc.

**9. Executive Session**

Andrew moved and Morgan seconded to enter into Executive Session at 4:09pm EST. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Morgan moved and Niver seconded to exit Executive Session at 4:51pm EST. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Niver moved and Morgan seconded to allocate \$20,000 for litigation to continue the fight against Pebble Mine. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

**10. Future Meetings & Agenda Items**

2023 Tentative Board Meeting Schedule:

April 21	May 9	June 9 (Annual In-Region Meeting)
August 8	September 12	October 10
November TBD	December 12	

**11. Adjourn**

Morgan moved and Niver seconded to adjourn at 5:00pm EST. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

*Total meeting time: 3 hours, 57 minutes*

*Board members in attendance: Andrew, Jackson, Johnson, Morgan, Niver, Sabo, Schonberg*