



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Board Meeting Minutes

September 9, 2022 - 10:00am AKT

Teleconferenced

1. Call to Order/Establishment of Quorum

President Jackson called the meeting to order at 10:05am AKT. Present were board members Johnson, Niver, Morgan, Sabo and Schonberg; members Peter Andrew, Buck Gibbons and John Webb; guest Janis Harsila representing BBFA; and staff members Bursch, Dunn, Machain, and Wink. **A QUORUM WAS ESTABLISHED.**

2. Filling Vacant Board Seat B

Former board member George Wilson has formally resigned from the BBRSDA Board of Directors and so in keeping with our bylaws, it is up to the Board of Directors to fill the vacant Seat B. This seat must be filled by an Alaska resident. The Board has been given time to develop and communicate with a list of interested candidates.

Jackson opened the floor for board member nominations. Johnson nominated Peter Andrew. With no other nominees, Jackson closed nominations.

Sabo moved to approve Peter Andrew to fill in the open Seat B formally held by George Wilson for the remainder of the term. Seconded by Johnson.

MOTION CARRIED UNANIMOUSLY.

3. Approval of Agenda

Morgan moved and Johnson seconded to approve the agenda. Jackson requested to add items 9e. Board Election Timing and 9f. Discussion about Board of Fish proposals with consent from motion makers. **MOTION**

CARRIED WITH UNANIMOUS CONSENT.

4. Approval of Previous Minutes

a. June 7, 2022

Johnson moved and Sabo seconded to approve the meeting minutes from June 7, 2022. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

5. Member Comments

Jackson opened the floor to member comments.

Gibbons commented on the record harvest and that this may call for additional marketing strategies and efforts in the coming year.

6. Executive Director Report

Wink went through the ED report bullet points and gave highlights on each program area. The full report was provided in meeting materials.

Johnson moved and Morgan seconded to approve the Executive Director Report as presented by Wink. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

7. Program Updates & Committee Business

a. Finance

Machain went over bank balances and the financial snapshot highlighting notable items.

i. Approve FY21 Audited Financial Statements

The board was provided with the 2021 Draft Financial Statements as recommended by the Finance Committee. There were no questions.

Morgan moved and Sabo seconded to approve the FY21 Audited Financials as recommended by the Finance Committee. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

ii. Q2 2022 Financial Statements

The Q2 Financial report was provided in the meeting materials with footnotes and comes recommended for approval from the Finance Committee.

Schonberg moved and Niver seconded to approve the Q2 2022 Financial Statements as recommended by the Finance Committee. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

b. Marketing

i. Confirm Committee Appointments

Johnson moved and Schonberg seconded to confirm the appointments of BBRSDA member Spencer Burnfield to the Marketing Committee, setnetter Reid Ten Kley to the Marketing Committee, and board member Pete Andrew to the Marketing and Outreach Committees for the 2022-2023 cycle. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

ii. FY22-23 Public Relations Contractor Presentations

On May 31, 2022 the Marketing Committee advised Dunn to post a Request For Proposals for a Public Relations Agency. This was posted on August 09, 2022. Of the ten submission, four finalists were presented to the Marketing Committee and staff was to determine which three finalists were to present to the BOD. The three agencies presenting today are: Action Mary, Edelman, & KiteRocket. All three of their presentations and responses to follow-up questions from the staff were provided in the Meeting Material Folder.

Dunn introduced the format for the presentations letting the board know that all agencies are well aware of the increase in inventory and our goals to increase sales velocity, increase consumer demand, and create new opportunities for sockeye salmon, including food-service and restaurants.

Each agency was allotted 10 minutes to present plus additional time to answer any questions from the board. Discussion of any decisions will be had during executive session.

c. Sustainability

Wink gave a brief update on the Sustainability program projects. Niver was elected as chair of the Sustainability Committee. BBRSDA submitted public comments on the Nuyakuk Hydro project this summer, and the EPA 404c Revised Proposed Determination. Ocean Strategies is continuing their work on a Sustainability vision statement and staff hopes this will blend into the larger strategic planning effort and be a template for that.

i. Graduate Student Research Program

Sabo moved to remove the \$30,000 allotted for 2022 Graduate Student Research Program from the FY22 budget, with the expectation of reallocating this funding to the FY23 budget.

Seconded by Johnson. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

d. Outreach

The Outreach Committee met 8/29/22 and seated non-board committee members Melanie Brown, Jaymi Bethea and Tom Rollman to the committee. A major focus of the OC is the campaign for setnet inclusion. Bursch is working with Ocean Strategies to build out the Q3 campaign plan with outreach goals and means to achieve them. Between now and the end of the year they are working on getting feedback on messaging and the plan for setnet inclusion before a potential vote in the Spring of 2023.

i. Advisory Panel Proposal

The Outreach Committee recommended to the Board to create an advisory panel that is incorporated within the outreach committee. It was proposed that the outreach committee would appoint members of the Advisory Panel. The revised proposal also includes a sunset clause if the panel or a member of the panel ends up not working out.

Schonberg moved and Morgan seconded to approve the Advisory Panel Proposal and have it be under the auspices of the Outreach Committee. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

e. Quality

The Quality Committee has not yet met since the season. Quality project reports are due October 1st. The CQR project had a late start and they are waiting to get the devices back to know how much data was collected. The committee will meet soon to plan for 2023 projects.

8. Executive Session

Sabo moved and Johnson seconded to enter executive session at 11:53am AKT to discuss personnel and legal matters. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Sabo moved and Johnson seconded to exit executive session at 12:54pm AKT. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

9. Miscellaneous Business

a. FY22-23 Public Relations Contractor Selection

Andrew moved and Sabo seconded to approve up to \$500K for the remainder of FY22 and FY23 for staff selection of a public relations contracting firm, with executive committee review. **MOTION CARRIED OUT WITH UNANIMOUS CONSENT.**

Staff will work out the budget contracting terms between FY22 and FY23.

b. Boston Seafood Show & March Board Meeting

President Jackson proposed the notion of having all board members travel to attend the Boston Seafood Show running March 11-13, 2023, and have a board meeting either before (or probably) after the Show. The Boston Seafood Show (formally called Seafood Expo North America) is an outstanding learning and networking opportunity. The board was in favor.

Jackson asked staff to make preparations for a board meeting during the March 2023 Boston Seafood Show.

c. Borough Tax Review

Director Sabo discussed the idea of a study or review of how we can collaborate with the communities and to get targeted projects for the taxes fishermen pay to the communities. Johnson suggest BBNA and BBEDC could be resources for capital improvement project ideas and context. Morgan was interested in working on this project alongside Sabo. This will ideally be led by interested board members with staff as support, as needed.

d. BBRSDA Officer Position(s)

With the departure of board member Wilson, the Board must decide what to do about the vacant Vice President officer position.

Johnson moved and Niver seconded to appoint Erick Sabo as Vice President and Doug Morgan as Treasurer/Secretary. Both parties accepted the appointments. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

e. Discussion of Board Election Timing

The board discussed the option of changing the timing of board elections to allow more time for new members to get acclimated in the BBRSDA business before going fishing for the summer. Sabo recommended looking into as early as November/December elections to allow a calendar year term.

Staff will add this as a discussion item and come back with recommendations for policy updates and possible timelines.

f. Develop Policy Language Around Board of Fish Proposals

The board did not discuss Board of Fish proposals but opted to put a link to it on the BBRSDA website.

g. Board Training

Under advisement of former presidents and current board trainer, it was suggested to hold a full in-person board training, ideally in October. The board was in support and were tentatively available for the last week of October.

Jackson will work with legal counsel and staff to develop the agenda and timeline more fully.

10. Future Meeting Dates

November 16, 2022 - 8am-3pm - Board Meeting - Silver Cloud Hotel

November 17, 2022 - 11am-1pm - Member Meeting - Silver Cloud Hotel

November 17-19, 2022 - Pacific Marine Expo - Seattle, WA

11. Adjourn

Johnson moved and Morgan seconded to adjourn at 2:17pm AKT. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Total meeting time: 4 hours, 12 minutes

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