



# BRISTOL BAY

Regional Seafood Development Association

## BBRSDA DRAFT Board Meeting Agenda

January 11-12, 2019 – 8:30 a.m.

Intercontinental Hotel – Monterey, CA

1. Call to Order/Establishment of Quorum

Friccero called the meeting to order at 8:33 a.m. PST. Present were board members Christensen, Solberg, Wood, Cook, Jackson and Johnson. A quorum was established.

Also present were staff members Wink and Padilla.

2. Approval of Agenda

Jackson moved and Christensen approved the agenda as amended. **MOTION CARRIED UNANIMOUSLY.**

Cook requested enumerating agenda versions so all board members are working from the same document.

3. Approval of Previous Minutes

a. November 16-17, 2018 Meeting Minutes

Christensen moved and Solberg seconded to approved the November 16-17, 2018 meeting minutes as amended. **MOTION CARRIED UNANIMOUSLY with Wood abstaining.**

4. Member Comments

Friccero recognized Tim Sands, Jeremy Woodrow and Elizabeth Herendenen who also joined the meeting.

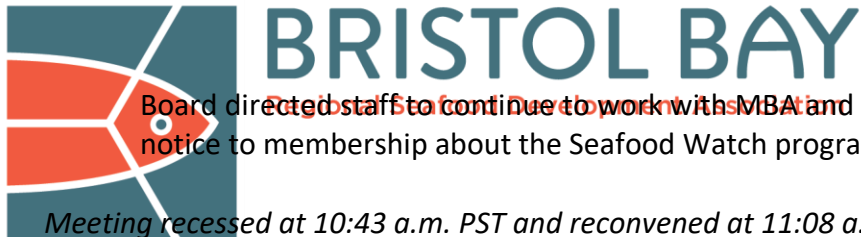
Staff shared member comments from Todd Overby and Mike Ferris regarding the AML discount program, new quality programs, and sustainability projects. Christensen relayed member comments about additional ice support in Egegik. Jackson shared comments about a RSW Tech mentorship program from industry.

5. Executive Director Report

Christensen moved and Jackson seconded to approve the Executive Director report as written. **MOTION CARRIED UNANIMOUSLY.**

6. Monterey Bay Aquarium Seafood Watch & Alaska Seafood Marketing Institute Discussion

The board welcomed representatives from Monterey Bay Aquarium's (MBA) Seafood Watch. MBA and the board engaged in a productive discussion about the history of the Seafood Watch rating system and Eco Certification program in relation to Alaska wild fisheries. The group brainstormed ways to upgrade existing consumer interfaces to more accurately represent the sustainability of Bristol Bay Fishery to consumers.



Board directed staff to continue to work with MBA and ASMI to establish an action plan and a notice to membership about the Seafood Watch program.

*Meeting recessed at 10:43 a.m. PST and reconvened at 11:08 a.m. PST*

## 7. Committee Reports & Recommendations

### a. Marketing – Wood

#### i. Update on Retail Marketing activities (staff & contractors)

Wink provided and update on marketing activities including:

- 1-9-19 BBRSDA/RTC 2019 Planning Meeting
- Completed promotion at 160 Hy-Vee retail locations
- Ongoing promotion with 120 Raley's stores
- Upcoming Lent promotions
- Boston Seafood Show preparations.

#### ii. Program goals for FY 2019

Staff outlined specific marketing program projects for FY19. These would include and upgrade to the retail marketing deck, upgrade to retail training program, new promotion case/tabletop signage, new asset development, new Boston materials, new image content and utilization of existing recipe content, website upgrades, working with select bloggers, literature review, and coordination with partners on a Bay Media tour.

#### iii. Discussion of engaging the supply chain in the Pebble Mine issue

Staff recommended that direct engagement with existing and future retail partners on current sustainability issues was not advantageous.

Board directed staff to connect retail partners interested in participating on sustainability issues with relevant advocacy groups.

#### iv. RTC additional FY18 labor expenses

Christensen moved and Jackson seconded to approved and additional \$3,500 in FY18 funding for the RTC marketing contract for labor costs associated with unexpected retail promotion opportunities in late December. **MOTION CARRIED 6/1.**

Staff noted this was retroactive funding for an amendment provided to the board via email prior to any release of funds. Cook noted that this was outside of the normal process and staff advised they would work on a plan to mitigate these situations in the future.

*Meeting recessed at 12:11 p.m. PST and reconvened at 1:26 p.m. PST*



# BRISTOL BAY

Regional Seafood Development Authority

Staff requested board direction on the ability to utilize images or written content surrounding the set net fishery in the marketing program.

A majority of the board 6/1 supported the utilization of set net content in marketing efforts and directed staff to proceed in this manner.

## b. Quality –Cook

### i. Update on Ice Infrastructure & Ice Bag projects

Staff updated the board on these two projects

Ice Infrastructure: No proposals received yet, direct communications with two processors who have expressed interest. Staff will send another notice to processors by end of month.

Ice Bags: All processors advised they have until 1-14-19 to express interest in the program. Four processors have expressed interest so far. BBRSDA will enter into contracts with participating processors after 1-14-19 and staff will assess at what level BBRSDA can provide reimbursement based on total interest. Branding on bags has been coordinated with Seattle Tarp.

The board was pleased with the interest in the program and suggested ideas on how the program could be evolved in the future.

### ii. Update on quality outreach activities

Staff updated the board on the progress with Quality outreach materials for 2019 including Capt'n Jacks. The project is on schedule and staff expect to have a design draft for the Quality Committee to review before the end of the month.

## c. PR/O – Jackson

### i. Bellingham Town Hall recap

Jackson provided the board with a recap of the Bellingham Townhall meeting. 37 members attended the meeting and the feedback was overwhelmingly positive. Solberg, who also attended, was pleased to see new faces at the event. Jackson did not recommend any content or advertising changes for future Townhalls.

### ii. Deferred action on PR/O proposals

BBRSDA Fleet Team: The board discussed various name options for the team and directed staff to develop an appropriate name for the group.

Jackson noted that the PR/O Committee hoped to have the team fully populated by the June BOD meeting.



# BRISTOL BAY

Regional Sea Feast Ad Proposal from Sea Feast

Regional Sea Feast organizers to be a primary sponsor at the event was redirected to the Marketing Committee.

Miss Washington: A proposal from Evelyn Clark, Miss Washington, was redirected to Marketing Committee. .

- iii. Seattle NHL hockey team  
Wink advised board of letter in support of renaming the Seattle NHL Team the Sockeyes and advised of the cost of production on an ad related to this topic.

Board directs Staff to continue to assess PR/O opportunities around this topic

*Staff member Aspelund joined the meeting.*

d. Finance – Solberg

Solberg reminded the Board he would not re-running for a board seat in 2019 and encouraged remaining board members to consider the Secretary/Treasurer Position.

i. October & November financial reports

Solberg notified the board that the 10/18 and 11/18 financial reports had been reviewed and approved by the Finance Committee.

ii. Update on bank balances

1. Account Balances – 12/31/18

- a. Wells Fargo business checking \$201,845.73
- b. Wells Fargo business credit card -\$2,376.68
- c. Vanguard reserve \$2,814,470.18
- d. Vanguard non-reserve \$1,288,120.74
- e. TOTAL \$4,302,056.97

iii. Northern Economics budget revision 13K

Solberg moved and Christensen seconded to move the balance of the \$13,000 FY18 Northern Economics contract to FY19. **MOTION CARRIED UNANIMOUSLY.**

iv. TNC contract amendment

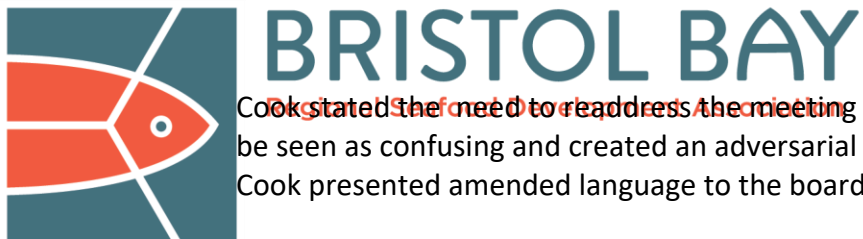
Solberg moved and Christensen seconded to move the balance of the TNC contract from FY18 to the FY19 budget pending further information from TNC. **MOTION CARRIED UNANIMOUSLY.**

Board directed staff to organize a telephonic meeting prior to the February BOD meeting to finalize FY18 finances and make final FY18 Budget Revisions.

*Meeting recessed at 3:10 p.m. PST and reconvened at 3:30 p.m. PST.*

8. Miscellaneous Business

- a. Board meeting fees & travel policy



Cook stated the need to readdress the meeting fees and travel policy because it could be seen as confusing and created an adversarial relationship between board and staff. Cook presented amended language to the board.

Cook moved to accept amended policy language as drafted, there was no second.

Johnson and Solberg recommended reviewing the travel and meeting fee policy at a the next board meeting.

Board directs staff or set up a board governance meeting and to generate some draft language for the committee to review.

b. Discussion regarding term limits for Board Members

Jackson presented recommendation to enact board term limits. Jackson felt it was strong way to reinvigorate the board, keep members interested, and stay operate in best practice. Jackson noted that most other non-profit boards have terms limits. There was concerns by other board members that some institutional memory could be lost and that there may not be enough interest amongst the fleet to fill board seats.

Board agreed to address this at a board governance committee meeting. Board directed staff to research the topic, consult with legal and present draft language to that committee.

*Meeting recessed at 4:25 p.m. PST and reconvened at 8:30 a.m. PST on 1/12/19.*

c. Update on Job Postings

Wink updated the board on applications for the current job posting. 10 completed applications for the Outreach Coordinator position had been received, and 15 for the finance administrator position.

*Meeting recessed at 9:06 a.m. PST and reconvened at 9:14 a.m. PST*

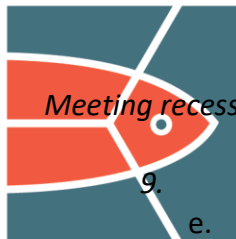
d. Cook meeting fee appeal

Christensen moved and Johnson seconded to approve funding for an additional 3 meeting fee days in FY18 for Cook. This motion does not set precedent for other retroactive meeting fee appeals or future policy discussion. **MOTION CARRIED 4/2 with Cook abstaining.**

Executive Session – Legal

Jackson moved and Christensen seconded to go into executive session at 9:14 a.m PST to discuss legal matters. **MOTION CARRIED UNANIMOUSLY.**

Jackson moved and Johnson seconded to come out of executive session 11:44 a.m. PST. **MOTION CARRIED UNANIMOUSLY.**



# BRISTOL BAY

Meeting recessed at 11:45 a.m. PST and reconvened at 12:10 p.m. PST.

9.

- e. Sustainability – Solberg
  - i. UTBB Proposal

The board did not feel there were in a position to vote on this proposal at this time.

Board directed staff to review the UTBB proposal as consulted by legal, draft a letter an advisory opinion letter to the APOC, and draft contractual language to be reviewed by the full board.

- ii. CFBB Proposal

The board did not feel there were in a position to vote on this proposal at this time.

Board directed staff to review the CFBB proposal as consulted by legal, draft a letter an advisory opinion letter to the APOC, and draft contractual language to be reviewed by the full board.

Board directed staff to amend the Townhall agenda as directed by legal.

- iii. Contracting Technical Review through Save Bristol Bay Coalition  
Christensen moved and Johnson seconded to approved \$171,500 in funding in FY19 for the suite of technical projects as presented by Save Bristol Bay Coalition on 1/12/19.

*Meeting recessed at 1:15 p.m. PST and reconvened at 1:25 p.m. PST.*

Wink suggested that funding for these projects may have been donated by another organization.

Solberg moved and Cook seconded to table the motion pending further information.

- iv. Deferred actions on Sustainability proposals  
Board would like to see how habitat protection and fishery management needs unfold before committing more sustainability funds to proposals received from the UW and Purdue.

Solberg would like to understand BBFC funding needs in 2019 to prioritize spending once the board had all information.



# BRISTOL BAY

Regional Board of Directors  
Sustainability Committee

- v. Progress of other sustainability projects.

Board directed staff to connect retail partners interested in participating on sustainability issues with relevant advocacy groups.

## 10. Future Agenda Items

Sustainability Committee Meeting week of 2/11/19

Telephonic board meeting week of 2/15/19

## 11. Review/Confirm Meeting Date

- a. February 28 – March 1, 2019 – Anchorage, AK

Board noted the second day of this agenda was an industry meeting and that should be reflected in the agenda.

## 12. Adjourn

Christensen moved and Johnson seconded to adjourn. **MOTION CARRIED UNANIMOUSLY.**

*Meeting adjourned at 2:45 p.m. PST.*