

BBRSDA Board Meeting Minutes

January 19–20, 2016 – 8:30 a.m.

Fairhaven Village Inn – Bellingham, WA

1. Call to Order/Establishment of Quorum

President Williams called the meeting to order at 8:37 a.m. Present were President Williams, Vice-president Christensen and Secretary/Treasurer Solberg; board members Johnson, Gibbons, Marinkovich, and Andrew (via teleconference); and ex-officio board member Friccero. A quorum was established.

Also present was executive director Martello. Committee members in attendance were Mark Buckley – Quality and Michael Jackson – PR/O. BBRSDA members in attendance were Michael LaRussa and Peter Most. Anne Mosness was also in attendance.

2. Approval of Agenda

Christensen moved and Johnson seconded to approve the agenda with the addition of agenda item 11.5 Quality Committee Recommendations. **MOTION CARRIED UNANIMOUSLY.**

3. Approval/Ratification of Previous Minutes

A. November 16–17, 2015 meeting

Christensen moved and Solberg seconded to approve the minutes as presented. **MOTION CARRIED UNANIMOUSLY.**

4. Member Comments

No comments from those in attendance. Two written comments were submitted to the board. The first was regarding ID tags that can be placed on the tail of a fish to track quality to specific vessels. The second comment was a request to be able to call into meetings to which Martello responded via email that we don't currently have the capacity or resources to make teleconferenced meetings available to all members but that members are welcome to attend in person meetings.

5. Executive Director Report – Martello

In addition to the written report, Martello gave a brief update on staffing changes in addition to the written report; Sue Aspelund will continue as ¼ time Financial Administrator and Nelly Hand will be working part-time as Marketing/Sustainability Coordinator through the end of April when she goes fishing. Solberg inquired about items in the written report including ASMI and Foraker group. Martello explained that contact was established with Tyson Fick at ASMI and they have agreed to keep in contact on mutually beneficial items; and Foraker Group provides shared services in Finance and Martello has had initial talks with them and has requested a cost proposal for services.

6. Marketing Director Report – vacant, no report.

7. Committee Reports

A. Finance – Solberg

Solberg stressed that the future is going to be interesting financially because of very low assessments in the coming years. He gave a recap of the Finance Committee meeting reporting that the committee approved September/October financials and that Martello is pleased with the support received from our Financial Administrator. Solberg continued to stress the critical nature of future funding as we just received the second largest assessment in history and are now looking at an all-time low.

B. Sustainability – Marinkovich

Marinkovich reported on the status of GMO fish and that he has been in contact with Anne Mosness on the issue. Despite the GMO fish approval, there is a transportation authorization that needs to happen in order for eyed eggs to leave Canada and that is likely still 1-2 years away. Mosness' efforts to push against the organic label on farmed fish at the National Organics Safety Board found much support; it was further explained that there is legislation to allow 25% GMO feed to go into "organic" salmon, thus the need for proper and accurate labeling. Marinkovich has talked to Lindsey Bloom about CFBB and the 3 advisory members to be selected from our membership.

Solberg reported on an email from Tim Cook, regarding salmon mislabeling. Williams suggested Cook address us at the Anchorage meeting. Anne Mosness gave a few more details on her efforts. She reported that there is a push at the center of the country for soybean growers to supply fish feed for farms.

The meeting recessed at 10:30 a.m. and reconvened 10:44 a.m.

C. Marketing – Christensen

Weekly meetings have been held to keep things moving, each meeting was 1-2 hours and the focus was primarily the industry proposal. The committee came to consensus on a candidate for a retail marketing consultant, and we initiated a short-term contract with him to develop and design the plan to carry out the marketing project and present it to the full board – and then the board would have a chance to approve a longer-term engagement that would focus on implementation.

Marinkovich provided a report on the Monterey Bay Aquarium holiday event where Bristol Bay Sockeye was prepared by Sam Mercurio and John Pisto. The presentation was 2-2.5 oz portions, 50/tray and 1,000 portions total. It was a well-attended event and the story of wild Bristol Bay Sockeye salmon was well received; many people didn't know about sockeye including the size and sustainability of the Bristol Bay run and that sockeye can't be farmed. People were genuinely excited and happy to eat Bristol Bay sockeye after learning more about where it comes from. This was a great opportunity to put Bristol Bay out in front of a very receptive crowd.

The Monterey event could provide BBRSDA with a good opportunity to be featured on the Monterey Bay Aquarium Seawatch page and provide a call out to Bristol Bay sustainable seafood. Chef John Pisto thinks this would also be a good opportunity to turn next year's event into a 30-minute television spot (which would cost approximately \$3,500).

D. Quality – Johnson

Johnson reported that the Quality Committee held 3 meetings since the last board meeting; the latest of which was last night. The committee tried to hammer out a plan but are finding that the projects that are outlined on the budget need to evolve as time goes on. The ongoing theme is that the quality program, like marketing, needs someone dedicated to carry out the projects. To that end, Mark Buckley was asked to draft a proposal to manage the board approved quality projects and after the committee has a chance to vet the proposal, Johnson would like the board's approval to move forward. Johnson added that we are likely to see processor mandates for chilling in the next couple years.

E. PR/Outreach – Solberg

PR/Outreach Committee has had one meeting since Expo on 12/15/15. The committee heard 4 proposals that had to do with board proposal reviews and a comment period on the website; changing minute approval timeline of board minutes; establishing a member liaison; and establishing a partnership with AIFMA. The first of those 3 are tabled until further review of Martello's ability to fulfill those needs once she settles into the job. Solberg added that she is doing a superb job at improving member communications thus far. The AIFMA proposal will be discussed later under recommendations. A focus for PR/O over FY16 is to bring value to members. To that end, Solberg has had communications with Rice Insurance and they are brainstorming ideas for BBRSDA branded insurance for our members. Insurance is currently a limited market, and one more insurance carrier could offer benefit. Another idea and focus is reaching out to vendors, distributors, freight/barge lines, etc. where member discounts could provide benefit to the fleet.

Committee member, Michael Jackson, then proposed a series of BBRSDA outreach meetings where a liaison would travel to different venues and host an informal gathering. Jackson is experienced in giving presentations and teaching front of various groups and would welcome the opportunity to facilitate. Jackson will report back to the E.D. at the end of every meeting with metrics including feedback and attendance. Solberg added that since PR does not have a budget the money would come equally from each committee. The proposed 5 meetings would cost \$12,500; if 30 people attend, that is only \$85/person. Williams added it to the agenda under item 11 PR/O recommendations.

The meeting recessed at 12:14 p.m. and reconvened at 1:35 p.m.

8. Presentation by Phil Gibson of ResilienSea (Retail Marketing Consultant)

Gibson introduced himself to the board. He worked for Safeway for 25 years where he was the national seafood category manager and he spent 15 years as a self-employed consultant. He understands what it takes to negotiate with suppliers and negotiate contacts. He has a long history in Alaska; he is passionate about Bristol Bay and the opportunities ahead in the retail market. Gibson's presentation focused on the need for Bristol Bay to stand out at the retail level; this includes a multifaceted approach to realistically assess competition from other proteins, address the declining retail expertise behind seafood counters, the threat of increasing operational costs, and working to educate uninformed consumers who are often swayed by mixed messages creating a confusion that leads to other protein choices. Retailers will help drive the quality demand by telling distributors and processors what they want in terms of quality. Consensus among the board continued to build as different ideas and target markets were discussed.

Williams requested the board to remain present to discuss contract terms while members were excused.

Discussion followed and Christensen moved and Johnson seconded to go into executive session at 2:51 p.m. **MOTION CARRIED UNANIMOUSLY.**

Gibbons moved and Johnson seconded to come out of executive session at 3:26 p.m. **MOTION CARRIED UNANIMOUSLY.**

Christensen moved and Johnson seconded to retain the services of Phil Gibson of ResilienSea for FY16. **MOTION CARRIED UNANIMOUSLY.**

The meeting recessed at 3:30 p.m. and reconvened at 3:41 p.m.

9. Finance Committee Recommendations – Solberg

A. Review/Approve Quarterly Financial Reports (September 2015)

Andrew moved and Christensen seconded to approve the quarterly financial reports from September 2015. **MOTION CARRIED UNANIMOUSLY.**

Solberg reported on the financial statements and mentioned a few items of note: BBRSDA has approximately \$4 million in the bank including reserves, cash and total outstanding payables of about \$240k; board meetings and travel is going down; we have moved away from contractors to employees so payroll is now classified as such.

The meeting recessed at 4:01 p.m. on January 19, and reconvened at 8:39 a.m. on January 20 with all board members present. Member Kari Toivola joined meeting.

10. Marketing Committee Recommendations – Christensen

11. PR/Outreach Committee Recommendations – Solberg

- A. Solberg recommended to the board that the BBRSDA fund Jackson’s proposed outreach road show and allocate funds from each program equally. There are five potential destinations and the agenda will be simple in that events will be focused on membership and have a more informal feel. Solberg requested \$2,500 from each committee and Gibbons suggested bumping the total project cost up to \$20,000 and each committee will give a small bump. Martello agreed and said we could allocate money in the budget. Williams suggested having at least one board member at each event.

Johnson moved and Marinkovich seconded to approve the outreach tour with funding, not to exceed \$20,000, coming from organizational, quality and marketing budgets. **MOTION CARRIED UNANIMOUSLY.**

Friccero moved and Gibbons seconded to add meeting fees for the outreach tour for Michael Jackson. **MOTION CARRIED UNANIMOUSLY.**

- B. Strategic partnership with AIFMA. Solberg introduced this idea as it came out of PR/O committee and read the language of the motion from the committee meeting: Marinkovich moved and Johnson seconded to have a BBRSDA board member attend all AIFMA functions, engage AIFMA board members from time to time throughout the winter, and receive a meeting fee for these activities so long as the minimum time requirement for a meeting fee is met in any particular official engagement with AIFMA. The board member would maintain BBRSDA confidentiality and share information with AIFMA to maintain healthy dialogue year-round regarding the affairs and initiatives of each organization and the Bristol Bay fishery as a whole.

Gibbons moved and Friccero seconded to go into Executive Session at 9:46 a.m. **MOTION CARRIED UNANIMOUSLY.**

Solberg moved and Johnson seconded to come out of Executive Session at 10:14 a.m. with no action taken but a recommendation that rather than task board members with duties of relationship building, that the executive director shall work on fostering certain organizational relationships.

The meeting recessed at 10:17 a.m. and reconvened at 10:27 a.m.

11.5. Quality Committee Recommendations – Johnson

- A. Johnson has requested a proposal from Mark Buckley to manage quality programs and he will pass that onto the full board once he receives it. Christensen asked for clarification on whether or not other board members could participate in the committee discussion and Williams replied that all board members can sit in on all committee meetings regardless of having a seat on said committee. Johnson called a

quality committee meeting for Monday at 7pm PST and will update the board following that meeting.

12. Buyback – Williams

A. Review of Board of Fisheries Actions on Permit Stacking

Williams reported that Board of Fish failed to allow permit stacking and since buyback was hinging on some of those topics he is opening the floor for discussion. Martello provided the board with a written summary of the buyback surveys that were distributed in March 2015.

B. Buyback survey responses

In addition to the written summary provided by Martello, she added that the response rate was low and that the responses in favor of a buyback represented only about 10% of the total fleet. Additionally, with a leaner financial future, funding another buyback study isn't in the best interest of the members.

C. Committee Appointments – None.

D. Future Committee Charge – None.

13. Personnel Manual Approval

Marinkovich moved and Johnson seconded to approve the personnel manual as presented. **MOTION CARRIED UNANIMOUSLY.**

14. Committee Policies and Procedures Update

Martello briefly pointed to written policy included in the board packet and reminded board members that committee members should communicate with staff through their committee chair.

15. Board discussion on talking to the press and engaging in social media

Williams opened discussion by describing a recent impromptu interview where his comments were taken out of context and published. Following up to that, he and Martello have talked about the board engaging with various media and news reporters and that we should be aware of what is appropriate, especially in the future, and that maybe a short training on appropriate ways to engage with media is in order.

16. Travel reimbursement discussion

A. Marinkovich Monterey Bay Aquarium travel reimbursement

Clarification for spousal travel was requested for financial purposes. Marinkovich explained that he and Fred Marinkovich and their spouses traveled to Monterey to work the Monterey Bay Aquarium event featuring Bristol Bay sockeye. Christensen moved and Johnson seconded to reimburse for the spousal travel expenses. Solberg added that in the future it should be clearer about who is going and what we're spending money on. Williams agreed. **MOTION CARRIED (MARINKOVICH ABSTAINED).**

B. Christensen travel reimbursement

Clarification was requested for a portion of travel returning back to Seattle from King Salmon in mid-November. Christensen had to leave the Bay in early August to attend interviews for the then vacant executive director seat. He then stayed down south dealing with further interview committee obligations and then personal items and finally when he was able returned to King Salmon to winterize his boat it was November; when he concluded winterization he had to make it back to Seattle for the November board meeting. Per policy, his boat is his “remote work location” and travel is to be reimbursed to and from either home or remote work locations. However, through circumstances out of his control this was the way the timing of the travel worked out, and he was not trying to take advantage. Solberg added that he doesn’t agree with this but there is no room in the policy to deny reimbursement. Marinkovich moved and Friccero seconded to approve reimbursement. **MOTION CARRIED (CHRISTENSEN ABSTAINED).**

17. Discussion/Decision on March Industry Meeting (Anchorage)

The meeting is set for March 3-4. Martello has been in contact with ADF&G and those dates work for them. Solberg gave background on last year’s meeting and invitees were Area Biologists for ADF&G, Troopers and fleet managers. The board would like to see more processing executives involved in future meetings.

18. Discussion/Decision on June Annual Membership Meeting Date (Naknek)

Martello informed the board that possible dates are June 4th or June 11th. Board consensus was reached on holding the meeting on June 11th in Naknek as last year’s meeting was in Dillingham.

Marinkovich moved and Johnson seconded to go into Executive Session at 11:58 a.m.
MOTION CARRIED UNANIMOUSLY.

19. Executive Session – Personnel and Legal

Solberg moved and Marinkovich seconded to come out of Executive Session at 12:26 p.m. with no action taken. **MOTION CARRIED UNANIMOUSLY.**

20. Miscellaneous Business

- A. Solberg was contacted by Mark Titus – producer of the Breach. He is trying to push the film in 2016 and he still wants to maintain a relationship with BBRSDA. He’s already linked us on his webpage and Solberg feels we should link back to him on the Bristol Bay sockeye page. In providing a link to this video streaming platform (VHX), when a visitor clicks to view and purchase the film from the link on our site, we get a 25% kickback. Martello will get in touch with Titus on setting this up or additional details if needed.
- B. Williams attended a meeting in Anchorage on the permit bank and reported while there was no consensus at the meeting, there were a lot of questions.

- I. Paula Cullenberg was going to render down days' discussion at the Fisheries Access workshop and was going to post on website.
- II. Martello will request to be added to the email list from the workshop.

21. Future Agenda Items

Williams stated that agenda items will develop over the next several weeks as we hear back from committees.

22. Review/Confirm Future Meeting Dates

- A. February 16–17, 2016 – Fairhaven Village Inn, Bellingham, WA
- B. March 3–4, 2016 – Anchorage, AK

23. Adjourn

Solberg moved and Marinkovich seconded to adjourn the meeting. **MOTION CARRIED UNANIMOUSLY.**

Meeting adjourned at 12:41 p.m.