



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Board Meeting Minutes

January 19-20, 2017 – 8:00 a.m. AKST
Hotel Captain Cook – Anchorage, AK

1. Call to Order/Establishment of Quorum

President Friccero called the meeting or order at 8:10 a.m. AKST. Present were President Friccero, Vice President Christensen, Secretary/Treasurer Solberg, board members Johnson, Williams, and Wood. Gibbons participated via teleconference. A quorum was determined to exist.

Executive Director Martello and staff member Padilla were present.

2. Approval of Agenda

Christensen moved and Williams seconded to approve the agenda. **MOTION CARRIED UNANIMOUSLY.**

3. Approval of Previous Minutes

Christensen moved and Solberg seconded to approve the November 15-16 minutes, 2016 as edited. **MOTION CARRIED UNANIMOUSLY.**

4. Member Comments

President Friccero recognized members Matt Hakala and Kevin Adams in attendance and opened the floor to comments.

5. Executive Director Report – Martello

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

6. 2017 Update Conflict of Interest Disclosures

All Board Members submitted 2017 Conflict of Interest Disclosures to staff.

Meeting recessed at 8:55 a.m. AKST and reconvened at 9:06 a.m. AKST.

7. Graying of the Fleet Presentation – Rachel Donkersloot, AMCC

Martello introduced Rachel Donkersloot of AMCC who conducted a multiyear study in rural western Alaskan communities to investigate permit outmigration. Donkersloot presented her findings to the board. Information on this research can be found on the website for Alaska's Next Generation of Fishermen at <http://fishermen.alaska.edu/hom>

8. Boston Collaborative Opportunity

Cassandra Squibb from Copper River Seafoods addressed the board on the possibility of BBRSDA introducing the expansion of the Bristol Bay branding project to some of their buyers and retail partners at the Boston Seafood Show. She further stated that she believed many of their partners and buyers would be interested in seeing the new branding and promotional assets available

President Friccero thanked Squibb and requested Martello continue conversations on this topic.

10:30 a.m. AKST – President Friccero recognized member in attendance Norm Stadem.

9. KDLG Request – Martello

Martello notified the board of a request from KDLG to secure an additional \$5,000 in funding for FY17 which would help expand coverage and provide for an extra seasonal reporter. Gibbons moved and Solberg seconded to approve and additional \$5,000 in funds to KDLG for FY17. **MOTION CARRIED UNANIMOUSLY.**

Meeting Recessed at 10:44 a.m. AKST and reconvened at 11:05 a.m. AKST.

10. Once Films – Greg Kiger, Once Films

Greg Kiger of Once Films provided details on his informal proposal for filming in Bristol Bay. Kiger's proposal would highlight Bristol Bay Sockeye, along with 3 or 4 other sustainable food sources, in a full-length documentary on sustainable healthy living. Kiger reported that PBS had expressed interest in the film and its concept. Kiger's initial suggestion would involve filming in the Bay in 2017 and presenting the full edited film to PBS in 2018. The BBRSDA would not pay any upfront costs, but would be committed to a payment of \$150,000 should the film reach a viewership of 1 million. Once Films could create short segments for the BBRSDA from their footage to be used in promotions.

President Friccero thanked Kiger for his presentation and requested further discussions be taken up by the Marketing Committee.

Meeting Recessed at 11:58 a.m. AKST and reconvened at 1:10 p.m. AKST

11. BBSRI Proposal/Update – Michael Link, BBSRI

Michael Link and Jeff Regnart participated via teleconference to update the Board on the BBFC proposal. Link advised that the basic framework for the proposal had not changed, but that they were requesting a commitment by Feb. 15th, 2017. The board agreed to hold a special session prior to that deadline to continue discussions.

12. Executive Session

Solberg moved and Christensen seconded to go into Executive Session at 1:45 p.m. AKST. **MOTION CARRIED UNANIMOUSLY.**

Johnson moved and Christensen seconded to come out of Executive Session at 2:20 p.m. AKST with no action taken. **MOTION CARRIED UNANIMOUSLY.**

13. Branding Pilot Project Analysis

Rising Tide Communication presented their Retail Pilot Project Draft Report on the Boulder marketing project. The draft report highlighted several key takeaways from the project:

- Sales at participating retailers increased during the BBRSDA's promotional period
- Promotional materials were well received by consumers and retailers
- The retail training developed was effective
- Retailers suggested timing promotions for earlier in the calendar year
- Retailers encouraged use of demos to drive sales
- Further involvement with the supply chain to ensure quality is necessary

Board discussion followed on two key questions from Rising Tide: what product form/forms to promote in 2017 and how to ensure quality is maintained in promoted product throughout the supply chain.

Meeting recessed at 5:34 p.m. AKST on January 19, 2017 and reconvened at 9:08 a.m. AKST on January 20, 2017, with Johnson excused that morning until his arrival at 1:30 p.m. AKST.

14. Foraker Training

Mike Walsh of Foraker Group provided board training on Board Roles and Responsibilities on the morning of day 2.

Meeting recessed at 12:10 p.m. AKST and reconvened at 1:20 p.m. AKST.

15. Policy and Procedures Review and Revisions - Martello

a. Media Policy

Solberg moved and Fritz seconded to approve the Media Policy as written. **MOTION CARRIED UNANIMOUSLY.**

b. Travel Policy: Reimbursement Timeline

Christensen moved and Williams seconded to approve the Travel Policy as amended. **MOTION CARRIED UNANIMOUSLY.**

c. Committee Policy

Williams moved and Johnson seconded to suspend the Committee Policies and Procedures pending administrative review. **MOTION CARRIED UNANIMOUSLY.**

Board requested that in the future Martello provide the membership with board meeting recaps to be delivered via Waypoints. Martello agreed.

Meeting recessed at 2:25 p.m. AKST and reconvened at 2:45 p.m. AKST.

Seafood Analytics founder, Keith Cox, gave an informal presentation to the board on their Seafood CQR reader which evaluates cell degradation through bioelectrical impedance. Cox brought in a unit for the board to assess and the device was tested on some sample fish portions.

16. Committee Reports & Recommendations

a. Marketing – Williams

Williams advised on recent Marketing Committee activity, primarily the Retail Pilot Project Draft Report and engagement with Rising Tide Communications for FY17. Williams further advised of a Committee recommendation to contract with MRJ & Associates for retail consulting.

Christensen moved and Johnson seconded the recommendation to engage MRJ & Associates as a Retail Consultant. **MOTION CARRIED UNANIMOUSLY.**

Discussion followed on the 2017 Marketing Plan. The board agreed that it was imperative for retailers to be able to source a high-quality refresh product and encouraged staff to work with contractors to ensure quality through the supply chain.

b. Sustainability – Johnson

Johnson provided a brief recap of the status of the BBSRI/ADFG MOA. The board also heard a brief presentation by Salmon State about future potential environmental threats to the fishery and spoke about their work at the state level to promote environmental stewardship and sustainability

c. PR/Outreach – Solberg

Solberg informed on two potential vendor discounts available to the fleet. Solberg has passed communications with the vendors on to Martello. Solberg also provided a quick status summary on the 2017 PR/Outreach Town hall project.

d. Quality – Gibbons

i. Quality Campaign

Gibbons advised of the committee recommendation to engage Rising Tide Communications to craft and execute a quality campaign aimed at promoting chilling at the point of harvest to the fleet. Johnson moved and Wood seconded to approve the recommendation to engage Rising Tide Communications for the FY17 Quality Campaign up to \$50,000.00. **MOTION CARRIED UNANIMOUSLY.**

ii. Seek IRS Ruling re: RSW Program

Gibbons requested Martello update the board. Martello advised that she received a cost proposal from counsel for preparing and filing for an IRS ruling regarding the issue of inurement surrounding an RSW program. She stated the filing fee for the IRS ruling would be \$28,500, and would require an additional approximately \$25,000 in legal fees to prepare the filing.

The board was not comfortable to commit to this action and requested Gibbons and Martello informally request an additional opinion from another source.

e. Finance – Solberg

i. Quarterly Financials – September 2016

Solberg presented the September 2016 quarterly financials as approved by the Finance Committee. He summarized the financial statements and opened the floor to discussion. Christensen moved and Johnson seconded to approve the September 2016 Financials. **MOTION CARRIED UNANIMOUSLY.**

17. Miscellaneous Business

President Friccero opened the floor to any miscellaneous business.

Martello advised of a funding request, received from the Bristol Bay Heritage Land Trust to support the Sailing Back to the Bay event. The board agreed to have Martello continue further conversations with the Land Trust on this matter.

18. Future Agenda Items

President Friccero advised of a future meeting to focus solely on the BBSRI/ADFG MOA. He also requested the OnceFilms proposal be discussed in Marketing Committee for further assessment. The board agreed to discuss specific BBRSDA policy at future meetings.

19. Review Next Meeting Dates

- a. March 2-3, 2017 – Anchorage, AK
- b. June 3 or June 10, 2017 – Dillingham, AK

20. Adjourn

Williams moved and Solberg seconded to adjourn. **MOTION CARRIED UNANIMOUSLY.**

Meeting adjourned at 5:15 p.m. AKST.