

BBRSDA Board Meeting Minutes

October 10-11, 2016 – 8:30 a.m.

Chrysalis Inn – Bellingham, WA

1. Call to Order/Establishment of Quorum

President Friccero called the meeting to order at 8:35 a.m. PDT. Present were President Friccero, Vice President Christensen, Secretary/Treasurer Solberg, board members Johnson, Wood, Williams, and Gibbons. A quorum was established.

Executive Director Martello was present as well as staff members Aspelund and Padilla.

Also present were members Michael Jackson, Reidar Solberg and Mark Buckley.

2. Approval of Agenda

Christensen moved and Johnson seconded to approve the agenda with the addition of 7.c.ii. Marketing Update. **MOTION CARRIED UNANIMOUSLY.**

3. Approval of Previous Minutes

Williams moved and Gibbons seconded to approve the minutes of September 15-16, 2016 as edited. **MOTION CARRIED UNANIMOUSLY.**

4. Member Comments

Martello read member comments emailed from Matt Marinkovich and a youth fisherman. Marinkovich noted his favorable impression of the Bellingham SeaFeast event and commended Michael Jackson's efforts. Marinkovich also stated his support of reissuing the Ice RFP for 2017 early enough to allow more processors to participate. The youth offered his appreciation for our work in exposing the world to Bristol Bay; he also liked the way we portrayed the fishery in images and offered up his photos to use on our Instagram if we were interested. Member Mark Buckley requested meetings be held in Seattle, WA for ease of access. Reidar Solberg gave positive comments about the new image and marketing campaign for Bristol Bay. He commented on the positive feedback he has received from many others on the new campaign, specifically the new website and recipes.

5. Executive Director Report

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

6. Travel Policy Review

Martello presented the amended Travel Policy. Members discussed challenges of assigning "residency", but concluded that a common-sense application of the policy should mitigate any complications and Martello noted the importance of creating proactive versus reactive policies. Johnson moved and Williams seconded to accept the Policy as written. Friccero, Solberg, Wood, Gibbons, Johnson, and Williams voted in favor, while Christensen opposed. **MOTION CARRIED 6/1.**

7. Committee Reports & Recommendations

a. Finance – Solberg

Secretary/Treasurer Solberg reported that the Finance Committee has not yet reviewed the July and August financials, but will do so at the upcoming Committee meeting prior to the November board meeting.

b. Marketing – Williams

i. Single Logo for all Business

Williams reported on the Committee's recommendation to adopt, with slight variation, the new marketing campaign logo as the organization logo. Board agreed that Martello will work with Rising Tide to develop the new logo. Williams moved and Johnson seconded to accept the Marketing Committee's recommendation for the use of a single logo for all applications. **MOTION CARRIED UNANIMOUSLY.**

ii. Marketing Update - Martello

President Friccero requested Martello give a brief update on the current marketing campaign. Martello detailed current activities between now and Expo (termed Bristol Bay 1.5) and the plan for expanding marketing efforts in 2017 (Bristol Bay 2.0).

Bristol Bay 1.5: Current priority items to be completed prior to Expo and before end of year:

- New organizational logo
- Business cards for board and staff
- Expo booth design and production
- Expo booth giveaways
- Waypoints and letterhead design
- Web order form for direct marketing materials]

Friccero and Wood recommended capping the quantity of free direct marketing materials per order. Wood suggested adding box labels to the available direct marketing materials.

Bristol Bay 2.0: 2017 Marketing Campaign Expansion could include some or all of the following

- Determining a focus of one or more – nationwide retailer, regional retailer or smaller specialty retailers
- Plans for Boston Seafood Show
- Additional PR Component
- Press Tour in Bristol Bay with possible ASMI partnership

Board Members discussed BBRSDA's ability to manage product quality at partner retailers to ensure the brand is accurately represented.

Martello noted that while there is limited ability to control the retail-supplier relationship, the campaign can and does strive to provide retailers with the necessary education to select a quality product.

Friccero noted the importance of expansion in relation to budget – to focus on areas with high return on investment.

The meeting recessed at 10:10 a.m. PDT and reconvened at 10:33 a.m. PDT.

c. PR/Outreach - Solberg

Solberg opened the floor to Michael Jackson to present his informal proposal for a 2017 PR/Outreach campaign. Jackson stated the positive feedback he received from the 2016 Town Hall events. For 2017, he wants to emphasize the new marketing campaign through exhibition booths at various community events around the Pacific Northwest. A Town Hall will follow the event. Event locations will be selected to reach a large concentration of Bristol Bay permit holders and events will be selected to reach target markets and engage communities. Jackson further stated that through a separate proposal he could offer AMSEA training during the same timeframe. Members responded favorably to Jackson's informal proposal and requested a formal proposal be presented to Committee for recommendation at the next board meeting.

Solberg opened discussion of outreach efforts at Expo. Members were in favor of crafting a simple survey along the same lines. Martello suggested Expo could be a favorable time to collect information on what additional direct marketing materials are of interest to members.

d. Quality – Gibbons

i. RSW RFP for board consideration

Gibbons provided a recap of the current RSW RFP. Buckley further explained the details of the current plan as he saw them, noting a few items of question that had been brought to him by staff. Gibbons moved and Johnson seconded to release the RFP. The floor was opened to comments.

Martello laid out concerns regarding the program as currently proposed and the board began discussion on alternative ways in which the program could be crafted.

The meeting recessed at 11:52 a.m. PDT and reconvened at 1:17 p.m. PDT.

Question of conflict of interest arose for a board member and the board determined a conflict did not exist at the present time. Member Jackson commented that attendees at Town Hall meetings were generally not in favor of the program as currently planned. Williams advised that he had heard a differing view from members he was in contact with. Solberg emphasized that all BBRSDA programs for consideration needed to first satisfy the organizational requirements of an RSDA, then satisfy a membership need, then administrative needs, and lastly fall within budgetary constraints. Solberg noted that this program did not meet the organizational requirements of an RSDA and therefore could not be considered as proposed.

Williams moved and Johnson seconded to release the RSW RFP at \$250,000 allowing additional administrative costs for the project to

come out of the Quality budget. Friccero, Johnson, Wood, Gibbons, and Williams voted in favor, while Solberg and Christensen opposed.

MOTION CARRIED 5/2.

The meeting recessed at 2:22 p.m. PT and reconvened at 2:47 p.m. PT

- ii. Republish RFP for Ice Making/Distribution Equipment
Johnson moved and Christensen seconded to re-release the Ice RFP at \$150,000 as edited. Friccero, Johnson, Solberg, Gibbons, Williams and Christensen voted in favor; Wood recused himself. **MOTION CARRIED.**

Williams suggested reworking the RSW RFP along the same lines as the Ice RFP, namely, working with processors to increase the reach of the program. The board received this idea favorably and Williams moved and Wood seconded to consider the RSW RFP on the morning of the 11th as a committee of the whole. **MOTION CARRIED UNANIMOUSLY.**

- iii. Allocate \$10,000 to engage RSW ambassadors
Gibbons called for No Action on this item at this time. Friccero accepted the suggestion.

Further discussion surrounding alternative RSW engagement ideas ensued. The Board discussed hosting educational workshops to help guide fishermen through the RSW installation process, a display RSW unit available for fishermen to see, providing scholarships for or sponsoring RSW maintenance classes to expand the base of technicians available to Bay fishermen. President Friccero asked these ideas be presented before Committee for review.

e. Sustainability – Johnson

- i. Cost/benefit analysis of cost recovery funding
Johnson advised on the current situation surrounding the ADF&G cost recovery program and asked Martello to update the board on Committee's request to contact Andy Wink. Martello advised that Andy Wink had agreed to include a cost/benefit analysis on cost recovery funding in his fall report to the board and membership.
- ii. Continue Pt. Moller Test funding consistent with 2016 level
Williams moved and Johnson seconded to accept the committee recommendation of continuing funding the Pt. Moller Test Fishery in 2017 at \$40,000. Friccero, Johnson, Solberg, Wood, Gibbons, and Williams voted in favor while Christensen recused himself. **MOTION CARRIED.**

8. FY17 Budget – Staff/Solberg

Solberg advised that the Finance Committee held a meeting on 10-9-16 that was not in compliance with meeting rules regarding timeframe between a committee meeting and

a board meeting. Solberg passed the floor to Martello to inform on the FY17 Suggested Budget.

Suggested Budget Cap: \$1,284,633.

Suggested Budget Class Caps:

- \$ 237,000 – Org
- \$155,000 – Admin
- \$468,000 – Marketing
- \$248,000 – Quality
- \$114,000 – Sustainability

Suggested FY17 Budget – \$1,222,205

Williams moved and Johnson seconded to waive the meeting notice requirement and accept the FY17 suggested budget caps. Friccero, Johnson, Solberg, Wood, Gibbons, and Williams voted in favor, while Christensen opposed. **MOTION CARRIED 6/1.**

9. Final Pacific Marine Expo Planning – Martello

Martello gave an update on Expo Booth planning and current Membership Meeting speakers. The Board discussed asking industry and fisherman representatives to speak and encouraged pursuing a jointly hosted evening event for membership. Comments turned to information to gather from booth attendees by way of a survey. The board agreed to poll on quality systems, direct marketing materials, outreach events, and BBRSDA programs.

10. Executive Session

Williams moved and Johnson seconded to go into Executive Session at 4:12 p.m. PDT.

Williams moved and Solberg seconded to come out of Executive Session at 4:37 p.m. PDT with **NO ACTION TAKEN.**

11. Miscellaneous Business

Board discussed a request from the Copper River/PWS Marketing Association to partner in a Statewide PR effort to improve the image of the commercial fishing industry. The board requested the association's Executive Director be contacted to speak at the next board meeting.

12. Future Agenda Items

Friccero noted possible inclusion of Copper River/PWS Marketing Association statewide PR effort on the next agenda.

13. Review/Confirm Future Meeting Dates

- a. November 15-16 – Silver Cloud, Seattle, WA
- b. January 19-20, 2017 – Teleconference/Videoconference?
- c. March 2-3, 2017 – Hotel Captain Cook, Anchorage, AK

President Friccero opened the floor to discussion. Discussion included moving meetings closer to Seattle or hosting one meeting a year in another location with high

concentrations of membership. Board agreed to cost out meetings in alternative locations.

The meeting recessed at 5:20 p.m. PDT and reconvened at 8:13 a.m. PDT.

14. Quality Committee of the Whole - Gibbons

Friccero reconvened the Board Meeting as a Committee of the Whole for further quality discussions on the RSW RFP and passed meeting management to Gibbons. Gibbons presented the current RSW RFP and requested Williams offer his modifications. Williams described framing the RSW RFP along the same lines as the Ice RFP, where the RSDA offers the incentive to enhance quality through Bristol Bay processors. Board and staff agreed this alternative program framework could solve some of the concerns with the originally proposed program. Board requested Martello and Quality Committee to break and redraft the RSW RFP to encompass the new structure. Friccero closed the meeting of the Committee of the Whole.

The meeting recessed at 9:05 a.m. and reconvened at 11:16 a.m. PT.

Williams moved and Christensen seconded to reconsider the motion to release the RSW RFP at \$250,000 allowing additional administrative costs for the project to come out of the Quality budget. Friccero, Johnson, Solberg, Gibbons, Williams and Christensen voted in favor and Wood recused himself. **MOTION CARRIED.**

Friccero reconvened the regular board meeting. Martello read aloud the newly modified RSW RFP from committee.

Williams moved and Johnson seconded to approve the committee's recommendation to substitute the newly revised RSW RFP for the RFP approved by the Board on October 10, 2016. Friccero, Johnson, Solberg, Gibbons, Williams and Christensen voted in favor; Wood recused himself. **MOTION CARRIED.**

15. Adjourn

Johnson moved and Williams seconded to adjourn the meeting. **MOTION CARRIED UNANIMOUSLY.**

The meeting adjourned at 11:47 a.m. PDT